

UNIVERSIDADE FEDERAL DO PARANÁ

LAÍS MARÇAL NATALI

THE GRASS IS GREENER ON THE OTHER SIDE: CONSUMERS' PERCEPTIONS
ABOUT ANTICONSUMPTION PRACTICES

CURITIBA

2021

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THE GRASS IS GREENER ON THE OTHER SIDE: CONSUMERS' PERCEPTIONS
ABOUT ANTICONSUMPTION PRACTICES

Dissertação de mestrado apresentada ao curso de Pós-Graduação em Administração – Linha de estratégias de marketing e comportamento do consumidor do setor de Ciências Sociais Aplicadas na Universidade Federal do Paraná, como requisito à obtenção do título de mestre.

Orientadora: Prof.^a Dr.^a Danielle Mantovani Lucena da Silva.

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RESUMO

Pesquisas sobre o comportamento anticonsumo mostram descobertas opostas sobre as percepções dos consumidores em relação às suas práticas. Embora existam estudos mostrando que o anticonsumo sinaliza status inferior e falta de recursos, outros estudos associam as práticas anticonsumo a resultados positivos, como altruísmo e preocupação ambiental. Dadas essas percepções de sinalização opostas, investigamos as diferenças entre como as pessoas se veem e como veem as práticas anticonsumo dos outros. Com base na teoria da sinalização de custo e nas práticas de consumo sustentável, sugerimos que os indivíduos formem julgamentos que são mais positivos sobre as práticas anticonsumo quando outras pessoas as realizam, em comparação com a mesma ação realizada por eles próprios. Testamos essa hipótese em uma série de quatro experimentos. No estudo 1, os participantes avaliaram a ação anticonsumo de outros como proporcionando maior elevação moral, uma imagem mais positiva sobre o ator e sendo mais motivados pela preocupação ambiental em comparação com a ação de auto perspectiva. No estudo 2, replicamos esses achados e mostramos que esse julgamento também influencia a percepção sobre o quanto a ação contribui para o meio ambiente. O estudo 3 mostra que essa diferença *self vs. other* não é observada para o consumo verde, em uma situação em que os consumidores preferem comprar um produto verde em vez de uma opção tradicional. Finalmente, o estudo 4 mostra a evidência inicial de que o status socioeconômico percebido medeia o impacto da perspectiva anticonsumo sobre os julgamentos dos consumidores sobre o ator e a ação realizada. Basicamente, os consumidores julgam que suas práticas anticonsumo sinalizarão para outros uma condição socioeconômica inferior, o que atenua os resultados positivos associados a essas ações. De modo geral, esses achados contribuem para a literatura sobre comportamento sustentável e práticas anticonsumo ao mostrar que ações de redução do consumo resultam em sinalização mais positiva quando realizadas por terceiros, em comparação com a forma como prevemos ser julgados sobre essas ações.

Palavras-chave: Anticonsumo. Autoimagem. Status percebido. Contribuição ambiental. Elevação.

ABSTRACT

Research on anticonsumption behavior shows opposite findings about consumers' perceptions concerning its practices. While there is research showing that anticonsumption signals lower status and lack of resources, other studies associate anticonsumption practices with positive outcomes, such as altruism and environmental concern. Given these opposing signaling perceptions, we investigate the differences between how people see oneself versus others' anticonsumption practices. Building on costly signaling theory and sustainable consumption practices, we suggest that individuals form judgments that are more positive about anticonsumption practices when other people perform them, compared to the same action performed by themselves. We test this prediction in a series of four experiments. In study 1 participants evaluated others' anticonsumption action as providing higher moral elevation, a more positive image about the actor and being more motivated by environmental concern compared to the self-perspective action. In study 2, we replicate these findings and show that this judgment also influences the perception about how much the action contributes to the environment. Study 3 shows that this self-other difference is not observed for green consumption, in a situation where consumers prefer to buy a green product instead of a traditional option. Finally, study 4 shows initial evidence that perceived socioeconomic status mediates the impact of anticonsumption perspective on consumers' judgments about the actor and the action performed. Basically, consumers judge that their anticonsumption practices will signal to others a lower socioeconomic status, which mitigates the positive outcomes associated with these actions. Overall, these findings contribute to the literature on sustainable behavior and anticonsumption practices by showing that actions of consumption reduction result in more positive signaling when performed by others, compared to how we predict to be judged about these actions.

Keywords: Anticonsumption. Self-image. Perceived socioeconomic status. Environmental contribution. Moral elevation.

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INTRODUCTION

Trends about consumption are not isolated from advances in economy, companies and environmental concerns. Since 2015, when the Paris Agreement shed light on the necessity of worldwide commitment on how countries fight climate change in order to avoid an irreversible threat for humanity (United Nations, 2015), governments, companies and consumers are challenged to contribute to a more sustainable future. The United Nations (UN) established on its sustainable development goals for 2030 (United Nations, 2019) a specific topic about responsible consumption and production, justified when economic and social progress over the last century has been accompanied by environmental degradation, while improvements in the efficiency of resource use are not proceeding fast enough to keep up.

The urge for brands to positioning themselves as environmentally responsible is considered extremely important for 81% of consumers, while 73% would change their consumption habits to reduce their impact on the environment (The Nielsen Company, 2019). Moreover, searches of the term “environmental, social and corporate governance”, or “ESG”, increased 850% on the last three years at Google (Google Trends, 2020) and companies as Citigroup Inc., BlackRock Inc. and the Brazilian XP Inc. created new areas focused on investing billions on projects that are committed with ESG (Reuters, 2019, 2020a, 2020b).

As the current trend is the reduction of consumption, we expect that anticonsumption practices reflect a good image on a consumer who follows it, right? However, there is no consensus about this in the literature.

While there is research demonstrating the positive effect of anticonsumption behavior (García-de-Frutos et al., 2018; Kuanr et al., 2020; Lee & Ahn, 2016; Soule & Sekhon, 2018). There is also evidence of the negative signaling associated with some anticonsumption practices (Cramwinckel et al., 2013; Hoogendoorn et al., 2019; Minson & Monin, 2012; Monin et al., 2008; Zane et al., 2016). For instance, since anticonsumption often result in monetary cost reduction (e.g. using public transportation or a bike instead of having a car; repairing an old product instead of buying

a new one; avoid buying even during sales events, such as the Black Friday), they may also signal lack of resources and financial constraint. This perception is more salient when the anticonsumption practice involves curtailment instead of efficiency choices (De Nardo et al., 2017; Newman et al., 2014; Uren et al., 2019).

However, as anticonsumption practices also carry a perceived self-sacrifice, a way out of the comfort zone and a pro environmental consciousness (Furchheim et al., 2020; Kropfeld et al., 2018), positive evaluations also emerge about these actions. These differences show that there is probably a gap between how people infer they would be judged as anticonsumers, and how they perceive others' anticonsumption practices. We propose that people infer that when anticonsumption practices are performed by others it will result in more positive outcomes for the actor and for the environment compared to when these actions are performed by their own.

We also investigate if the perceived socioeconomic status might be the reason for these self-other differences. Past research on moral theory demonstrates that people find themselves as more competent (Kurt & Inman, 2013; Williams & Steffel, 2014), virtuous and judge their self-image more positively than other's image (Monin et al., 2008). However, since previous work associate anticonsumption practices with the lack of resources and lower socioeconomic status (Hoogendoorn et al., 2019; Minson & Monin, 2012; Zane et al., 2016), people may infer that they will be judged in a negative way when performing these actions, undermining the positive image associated with these practices. On the other hand, when people observe these actions performed by others, the positive outcomes associated with these actions are more likely to emerge, because people are not concerned about their self-image.

Therefore, this study adds to previous research on green consumption and anticonsumption practices by demonstrating that when the positive outcomes are more likely to emerge. We also contribute to the literature on self-identity and signaling theory in the domain of anticonsumption by investigating the differences between how we evaluate the behavior of others and how we predict our behavior will signal to others.

BACKGROUND THEORY

ANTICONSUMPTION BEHAVIOR

The umbrella of anticonsumption embraces a series of behaviors that result in some kind of reduction in consumption. By definition, anticonsumption means be against consumption, as an antagonist concept (Chatzidakis & Lee, 2013; Cherrier, 2009; Cherrier et al., 2011). However, the construct has been little by little made more robust, broadening its manifestations to also being against specific segments of consumption or phases on the production chain (Chatzidakis & Lee, 2013; Iyer & Muncy, 2009). More important, the practice of anticonsumption requires absence of lack of resources, in order that this practice should be a choice of consumers, not a consequence of their financial constraints (Kropfeld et al., 2018; Kuanr et al., 2020).

Anticonsumption can be a series of lifestyles, positioning and actions. These expressions vary in behaviors that break the status quo of unlimited production and acquisition. The choice of questioning the mainstream way of consuming, being the resistance. On the other hand, occurs on day-to-day routines to diminish the prejudicial impact human might leave behind in our planet. It is deeply investigated the origins of these will to consume less, or consume better. Sustainability-rooted anticonsumption (SRAC) is one example of driver that elicits actions and lifestyles inside the anticonsumption scope, expressed thorough voluntary simplicity, collaborative consumption or boycott (Seegebarth et al., 2016).

Scholars have dedicated efforts on defining the antecedents of anticonsumption, which are based on self-interested motivations as well as social-environmental concerns (Cherrier et al., 2011; García-de-Frutos et al., 2018; Iyer & Muncy, 2009; Lee & Ahn, 2016). These antecedents shape the attitudes and characteristics within anticonsumption practices. For instance, voluntary simplifiers are those who believe that higher-order needs (as happiness, satisfaction and authenticity) are not reachable through consumption (Zavestoski, 2002). In addition, frugal consumers are those who avoid wasting and overconsumption because they feel pleasure when saving. The tightwads are those who

experience pain of spending (Lastovicka et al., 1999; Rick et al., 2008). There is also research linking anticonsumption with consumer resistance (Cherrier, 2009; Cherrier et al., 2011; Lee & Ahn, 2016), pro-environmental behavior (Ortega-Egea & García-de-Frutos, 2020; Uren et al., 2019) and prosocial behavior (De Nardo et al., 2017).

Demarketing is also an anticonsumption practice, though it is a strategy performed by companies and can influence consumers on doing the same. First defined by Kotler & Levy (1971) as discouraging costumers in general or specific classes on buying products, those authors' separated demarketing in three categories. The first is general, when seller diminishes the level of total demand (e.g. responsible water use stimulated by the government); then selective, when the company discourage one specific class of consumers (e.g. not connected with brands purpose); then finally ostensible, when higher prices and scarcity are practiced, like limited distribution or overbooking (Gerstner et al., 1993; Kotler & Levy, 1971). The concept of demarketing grew branches thorough the time, facets as differentiating demarketing (Gerstner et al., 1993), strategic demarketing (Miklós-Thal & Zhang, 2012) and green demarketing (Soule & Reich, 2015) emerged broadening the concept's scope.

Companies make use of these strategies for managing consumer demand for products. Demarketing is not limited on "not buying", but can signify far away locations to acquire a product or experience, in order to appear more exclusive and satisfy a need for uniqueness (Amaldoss & Jain, 2005; H. Park et al., 2020; Stock & Balachander, 2005). For instance, Miklós-Thal & Zhang, (2013) identified that consumer quality inferences could be manipulated thorough demarketing. Their results showed that for a given sales volume, lower marketing intensity increases buyers' perceived quality (Miklós-Thal & Zhang, 2013).

Given those possibilities, we cannot presume that a consumer will be apathetic with companies' positioning. When badly implemented, demarketing practices can activate consumer skepticism, reduce consumer interest and purchase intention, diminish perceived quality and generate the exact opposite effect proposed for the demarketing campaign (Arli et al., 2019; Newman et al.,

2014). However, when consonant with company's reputation, environmental statement and actions towards sustainable improvements, demarketing is strongly encouraged.

For this research, we must differ green consumption from anticonsumption practices such as green demarketing. Green consumption relates with choosing recycled products or repurposing them, requires an effective purchase with motivations rooted on an environmental sustainable path such as purchasing a more expensive car because of its lower harmful impact on environment comparing with luxury ones (Griskevicius et al., 2010; Reich & Soule, 2016; Scott & Weaver, 2018). Anticonsumption concentrates on reduction or avoidance of categories of consumption that might be pro-environmental or not (Kropfeld et al., 2018; Zavestoski, 2002). Our research focus on pro-environmental anticonsumption practices thorough consumption reduction.

Green anticonsumption comes from drivers at collective level in anticonsumption, related to social, environmental and ethical concerns, and results on macro level consequences to the environment, industries and countries (Makri et al., 2020). Scott & Weaver (2018) demonstrated that repurposing a product is more sustainable than buying green. That argument proves itself once it does not matter if the product has a sustainable production chain or not, if it requires additional natural resources and energy production, repurposing an old one harms less on the environment (Scott & Weaver, 2018). We can observe the same pattern comparing anticonsumption lifestyles as well. Tightwads has proven themselves as being less harmful to the environment than frugal consumers, once avoid buying (in this case motivated by pain of spending) is more ecological oriented than buying goods that will be resourcefully used (Kropfeld et al., 2018).

Sekhon & Soule (2020) manipulation scenario exemplified a morning schedule of a fictitious woman that in some part of her time would repair an old jacket. A group of respondents saw the schedule with no brand specified (control), the second had no repair related (control), the third was labeled as a Walmart jacket (low status brand), and the fourth was a Gucci jacket (high status brand) and finally, the fifth was a Patagonia jacket (green signaling). Though all groups that were not control had reuse as an anticonsumption practice, the participants gave a higher positive evaluation on

Gucci's scenario. That outcome emerged perceptions about socioeconomic range of the observed individuals and signaled that extending the lifecycle of a product by repairing or reusing connects with lack of financial resources, regards when a high status brand is evolved. In that case, the brand mitigates the financial constraint signaling (Sekhon & Soule, 2020).

However, if anticonsumption requires a choice, not a necessity; and has no relation with financial constraints, why does it signal those characteristics anyway? Does it happen with all anticonsumption practices? This ambiguity is also our matter of interest here.

SIGNALING OF ANTICONSUMPTION PRACTICES

Although anticonsumption practices are trending, they still represent a break of status quo, once the world we stand is heavily motivated by selling and buying (Boland et al., 2020; Bolderdijk et al., 2018). Money and prestige walk holding hands in our society. However, this disruptive behavior called anticonsumption may be part of a utopic mission to change the paths of humankind's future. The literature has focused on determining how anticonsumption practices entrench on society and how its antecedents and consequences of consumer behavior impact on individual's image (Berman et al., 2015; Gershon et al., 2020; Zane et al., 2016). These studies also bring ambiguous results about consumption reduction, showing a positive, but also a more negative signaling perception. Although requirements to classify a behavior as anticonsumption include making it by choice and not because a lack of resources, some people are afraid of being labeled as someone with financial difficulties (De Nardo et al., 2017; Sekhon & Soule, 2020; Uren et al., 2019). For instance, Sekhon & Soule (2020) show that anticonsumers miss the positive signal of prosocial motives because their action could be interpreted as born out of financial constraints. Consequently, they suffer a penalty in terms of symbolic benefits by being perceived as lower status. Coupled with this idea, people also seek for conspicuous consumption in order to reinforce their status (Argo, 2020; Berman et al., 2015; Makri et al., 2020). For example, Argo (2020), show that consumers use

conspicuous consumption to select identity-affirming products to indicate group membership, as well as to signal generosity (Berman et al., 2015).

That idea of using non-obvious mechanisms to signal a positive image come from costly signaling theory. The concept remains on “advertising” certain qualities and motivations on yourself in order to be more accepted in a group and gain social status (Zahavi, 1995). This signaling requires a public “good act”. By example, public philanthropy can be a conspicuous exhibition of resources and generosity that signals one’s ability to incur on self-sacrifice, producing positive outcomes (Griskevicius et al., 2007). Besides the public feature, a behavior to be classified as a costly signal, it must be costly to the actor (economically, time stent, energy, risks), increase reputational gains and be an indicator to others of traits or characteristics such as pro environmental behavior, status or mate attractiveness (Zahavi, 1995).

The costly signaling has so many effect on consumer behavior that in previous studies proved that for men, mating goals increase resource-signaling demonstrations of conspicuous consumption, leading them to spend more money on luxurious items and publicly consumed purchases (Griskevicius et al., 2007).

Exploring previous literature on costly signaling, evidences showed that consumption of luxury items could provide reputational benefits to the actor and the observer, while green consumption could not behave at the same manner (Berger, 2017). However, other known actions such as altruism behavior (McAndrew, 2002; Millet & Dewitte, 2007), nonconforming behavior (Bellezza & Berger, 2020) and knowledge sharing (J. Park et al., 2017) have the power to spill out positive outcomes to the actor.

On the same path, there is also evidence that adopting an anticonsumption lifestyle increases well-being (García-de-Frutos et al., 2018; Lee & Ahn, 2016; Seegebarth et al., 2016) and contributes with social status rise (Uren et al., 2019) so as prosocial behavior perception also enacts reputational benefits (Gershon et al., 2020). Visibility is central to link anticonsumption practices and status, once people who succeed at signaling their generosity receive positive returns on reputation and status

(Berman et al., 2015). Bolderdijk et al. (2018) brought lack of self-involvement mitigating derogation on innovators when they are practicing attitudes considered moral. If the situation described on the scenario does not challenge the observer's moral, it is more likely that those innovators inspire the observer. They argue that this inspiration comes because morally motivated people are perceived as more benevolent and admirable (Bolderdijk et al., 2018).

In order to manipulate the difference between a neutral scenario and a threatening scenario, Bolderdijk et al. (2018) introduced one fictitious Facebook user posting on his own mural an invitation for signing an online petition about no-packaging grocery stores. In the moral condition, the user is described as having sustainable and environmental drivers, supporting no-packaging grocery stores because of environmental and moral reasons. On the neutral condition, the user is someone focused on saving. He justifies his content sharing because this new retail model allows him to save money. The results brought that the derogation occurs just when the morality is exacerbated and the observer has high scores of self-involvement, because it produces an internal discomfort only on the observer's side (Bolderdijk et al., 2018).

Belk & Pollay (1985) on their first studies on materialistic traits, propose that consumption might create a "hedonic trap", leading materialists on a search for the unreachable fulfillment of satisfaction through consumption. These traits' characteristics were negatively related to happiness and satisfaction with life (Belk & Pollay, 1985). Later, the same satisfaction with life related positively with voluntary simplicity, an integrant behavior of anticonsumption (Kropfeld et al., 2018; Kuanr et al., 2020). It comes around with Zavestoski (2002) results, showing that anticonsumption individuals higher order needs cannot be met through consumption and findings of environmental oriented action as enhancer of well-being (García-de-Frutos et al., 2018; Lee & Ahn, 2016).

Due to the ambiguity signaling of anticonsumption behavior, there is probably a gap between how people infer they will be judged as anticonsumers, and how they do evaluate others' anticonsumption practices. We propose this difference based on previous studies (Barasz et al., 2016; Hingston et al., 2017; Kurt & Inman, 2013; Naylor et al., 2011; Williams & Steffel, 2014) that found

contradictory results, biases and misinterpretations in judgments when locus is on the self (vs. the others). Naylor et al (2011) first brought that consumers resolve a reviewer ambiguity by anchoring on the self if others have similar preferences as their own. The same pattern repeated in later studies, proposing that prediction errors occur by the misguided belief that others' preferences are homogeneous (Barasz et al., 2016). Differences on price inference also emerged (Kurt & Inman, 2013) between self and other, results showed an endowment effect transferred when others sell a mug and an overestimation price when the self is selling it.

Studies about vegetarian diets showed that meat-eaters evaluated more negatively a vegetarian person when their motivations threatened one's moral. If the choice was motivated by animal welfare, the observer derogates the vegetarian, while when the motivation is connected with not linking the taste of meat, it does not affect negatively other's image (Cramwinckel et al., 2013). Anchoring has an important place on self vs, other evaluation, previous literature demonstrates that consumers resolve ambiguity on the absence of total information by anchoring on the self, inferring that an ambiguous action has similar preferences to their own (Naylor et al., 2011).

Limited information makes observers to figure out their own perceptions with what is visible. This paradigm is often repeated on daily life; we make judgments accordingly to the available information and are open to error on the heuristics we choose to anchor. Previous work attested that mistaken inferences are even more common when we try to figure out others intentions hidden in their actions (Barasz et al., 2016).

Those inferences can come from a halo effect, projected on the other's anticonsumption scenario, due the limited information when analyzing others, people tend to overestimate in general the product, action or actor focusing their evaluation on a single particular attribute (Chernev & Blair, 2015). Already documented in scenarios of food consumption, financial markets or politics (Brown & Perry, 1994; Smith et al., 2013; Stein & Nemeroff, 1995). This effect requires a degree of limitation of knowledge about the analyzed person or action.

Setting up to the morality sphere, people tend to consider themselves as more ethical, good, doing the right thing and may see themselves as having greater potential than other people have (Eckhardt et al., 2010; Williams & Steffel, 2014). However, deep down on their souls, self-judgment is harsher than judging others (Williams & Steffel, 2014) and staring to a morally motivated action performed by others might elicit anticipated moral reproach, derogation and feelings of moral inferiority (Monin et al., 2008), but also provoke moral elevation, admiration and inspiration instead (Algoe & Haidt, 2009; Aquino et al., 2011; Bolderdijk et al., 2018). This double standard appears when anticonsumption practices are at the table as well. Living in a transitory world where both materialist and environmental behaviors are stimulated can affect negatively on an individual's life (Furchheim et al., 2020).

Since consumers are worried about their status and positive signaling, they infer that anticonsumption practices might signal lower status, being motivated by financial constraint or other negative inferences such as tightwads (De Nardo et al., 2017; Hoogendoorn et al., 2019; Kropfeld et al., 2018). In addition, believing they will be judged as having less status, they might believe that contribute less to the environment. However, because consumption reduction is a desirable and virtuous behavior, often associated with frugality and a sacrifice for the benefit of the society, more positive inferences will emerge when observing others' anticonsumption practices (Bolderdijk et al., 2018; Pohling & Diessner, 2016). These positive inferences not only generate a more positive image about the actor, but also affects those who observe the anticonsumption behavior, influencing others' positive behavior by creating a sense of moral elevation (Algoe & Haidt, 2009). Moral elevation is a warm, uplifting feeling that people experience when they see unexpected acts of human goodness, self-sacrifice, kindness, and compassion (Haidt, 2000). It has been proved that moral elevation can increase well-being and benevolence-relevant behaviors as well as prosocial behavior and its outcomes (Algoe & Haidt, 2009; Thomson & Siegel, 2013). Therefore, positive inferences on others' anticonsumption practices are more frequently, compared to the same actions performed by oneself.

Inferences about how much competent one can be on managing resources comparing to others on anticonsumption scenarios are possible as well. Competence can be defined as the efficiency in the achievement of tasks, such as being competent, efficient, and capable (Carrier et al., 2014). For instance, Bellezza et al. (2014) showed that violations of status quo and a nonconforming behavior, if costly and visible, could enhance status and competence. Later, connections between smiles and competence emerged when scholars founded that advertisings to impress competence should choose smiling slightly (Wang et al., 2016).

Enhance competence can also be achieved thorough similarity perception between observer and performer (Meng & Davidson, 2020) and contains attributes as diligence, level of education, efficiency, knowledge and thoroughness (Kirmani et al., 2017). As efficiency strictly connects with competence, we are able to relate that efficiency, consumer wisdom and the ability to manage financial resources (De Nardo et al., 2017; Kurt & Inman, 2013; Luchs & Mick, 2018; Williams & Steffel, 2014) that exist in anticonsumption lifestyles such as frugally consumers (Kropfeld et al., 2018) might signal competence as well.

The perceived ecological impact of anticonsumption practice is also impacted by these self-other differences. Because consumers are more likely to think that their anticonsumption practices will be associated with negative signaling, they will judge that their own actions will have lower environmental impact compared to others. Notions about environmental motivation and relevance follow the same signaling logic of environmental impact. On the other hand, because observing others' consumption reduction triggers positive inferences, these positive inferences will not only be about the actor, but also extend to the action itself.

Social comparison theory takes place in our investigation. Deeply known as one's desire for self-evaluation, and a motivation of correctly predict others attributes and abilities (Festinger, 1954), the concept of social comparison was broadened thorough the years. Definitions of upward and downward social comparison emerge on vertical comparisons, specifying when the observed is better

or worse than the self. Horizontal comparisons arise on the similarities (connective comparison) and dissimilarities (contrastive comparison) between self and other (Locke, 2005).

Later, theorists of social comparison experimented innumerable situations of those self and other evaluations, giving room to perceptions and outcomes on the individual level. Concerns on how social comparison affects satisfaction with life (Cheung & Lucas, 2016) defensive reactions or overestimating one's action as something unreachable was some of the tested events on self versus others actions on previous literature (Buunk & Gibbons, 2007). Seeking to understand from the same starting point how anticonsumption practices were evaluated, we propose that:

H1: Anticonsumption practices will generate more positive inferences when consumers evaluate others' (vs. self) actions.

THE ROLE OF PERCEIVED SOCIOECONOMIC STATUS

Status by itself is a complex concept with multiple expressions. Brooks & Wilson (2015) define status to be one's relative rank in a group that has been awarded by others based on prestige and respect, and which typically correlates with socioeconomic indicators. Status is one form of social value associated with certain behaviors and consumption patterns (Brooks & Wilson, 2015). While green consumption was already seen as a plausible status increaser (Griskevicius et al., 2010), we suppose that it's perception can be also founded on anticonsumption practices. Divided into four dimensions ("has high status," "is respected," "is rich," and "has a lot of money"), a high socioeconomic status maintain symbolic and functional benefits to the actor.

Positive outcomes can be triggered from a variety of mechanisms, and reducing consumption can start it thorough perceptions over socioeconomic status. Has been explored on preceding studies that positioning yourself as a green consumer or practicing anticonsumption unrelated to lack of resources might generate status (De Nardo et al., 2017; Uren et al., 2019). Specially, green

consumption can behave even as conspicuous consumption (Griskevicius et al., 2010; Sekhon & Soule, 2020) on the actor. Our matter of interest here is that at scenarios of consumption reduction, there is a gap between self-perspective and others perspective on judgments over anticonsumption practices. Our expectation is based on the harsh judgments we believe others make on us, but we do not apply the same measures when we are observers, letting signals of monetary difficulties in our account though we admire those more conscious choices on other people. Once we evaluate those people only for that action described, but project that, others will evaluate all the qualities and defects of our personality.

Highlighting that we do not expect that the pattern of better evaluations on others perspective will emerge when the situation presented refer to green consumption. Theorists already have strong findings that green consumption restore ones social status and therefore, should not result on significant scores (Griskevicius et al., 2010).

This terms link to other types of anticonsumption action such as pro-environmental behaviors. Those behaviors had already been connected with status when costly and visible, such as buying an electric car or installing solar panels (De Nardo et al., 2017; Uren et al., 2019). However, manipulations of curtailment like not buying anything or prefer taking the bus over a particular car did not incurred on a status rise, despite the increase of globally interests on environmental alternatives to protect the natural resources earth still remains. We aim to explore this low (or no) cost alternatives in this paper.

We expect that of reduction of consumption produce positive outcomes, considering that the way the observer perceives the socioeconomic status of the actor mediates this relation. Visibility and symbolic benefits mitigate the possible negative effects, bolstering only the virtues connected to a truly altruistic behaviors (Millet & Dewitte, 2007; Sekhon & Soule, 2020; Uren et al., 2019; Zahavi, 1995).

On Sekhon & Soule (2020), conclusions are made that anticonsumption actions rooted in environmental motivation can restore symbolic benefits that once physical consumption fulfilled.

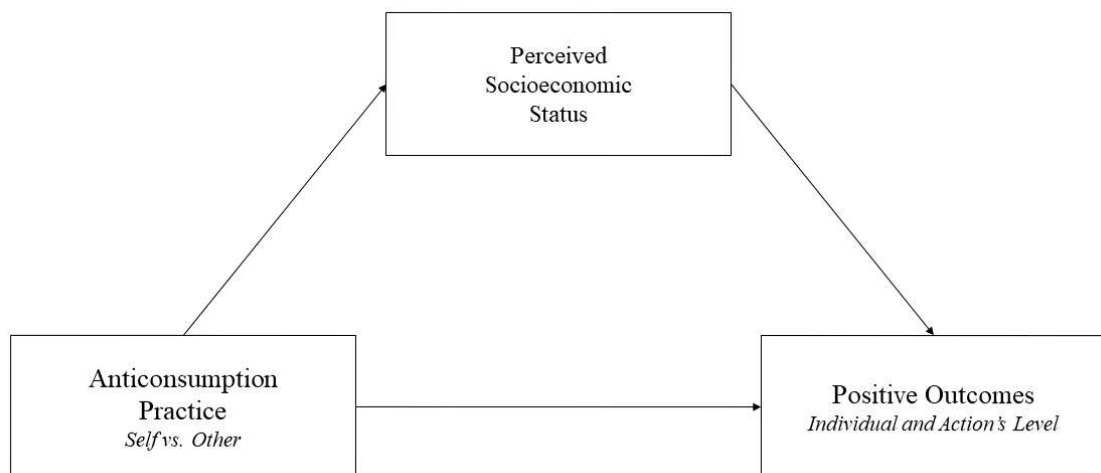
Later the author explain that consumers are seeking for approval of others, and giving the currently tendency to be sustainable as valuable, anticonsumption turns into an artefact of status management. Therefore, we aim to test if this perception of status can explain the phenomena of positive outcomes more salient on observing other acting as anticonsumers on reduction contexts:

H2: The self-other differences in the judgment about anticonsumption practices will be mediated by perceived socioeconomic status.

Figure 1 illustrates these predictions:

Figure 1

Conceptual model



OVERVIEW OF EXPERIMENTS

In this section, we present four studies conducted in order to test our proposed hypotheses across different scenarios. Study 1 measures the effect of self (vs. other) anticonsumption behavior on judgments about the actor. We show how this self-other difference impact consumers image perception, moral elevation and perceived environmental motivation. Study 2 replicates these findings and shows this self-other differences also influences judgments on environmental contribution of the anticonsumption action. Study 3 demonstrates that the differences between self (vs. other) judgments will not emerge when consumers buy a green product. Finally, the goal of study 4 is to show the mediating impact of perceived socioeconomic status to explain the self-other differences in judgments about anticonsumption practices. Data files can be found online at (<https://osf.io/xz87f/>).

STUDY 1 – JUDGMENTS ABOUT SELF VS. OTHERS’ ANTICONSUMPTION BEHAVIOR – AVOID BUYING A NEW PRODUCT

This study examines the signaling perception when an anticonsumption behavior is performed on self-perspective (vs. others’ perspective). We expect that this anticonsumption practice will generate evaluations that are more positive for environmental motivation perception, image perception and moral elevation when the behavior is performed by other comparing to same action performed by themselves.

Method

Participants and design. One hundred ninety-five participants from an online panel participated in this study in exchange for contributing with \$1 in donations to the CUFA (Central

Única das Favelas), NGO who assists slums especially during the COVID-19 pandemic situation. Two participants were excluded for not passing the attention check. We also have selected cases filtering participants that completed the study in less than 210 seconds (3.5 minutes) and those that took more than 600 seconds (10 minutes), since the estimated average time for completing the task was around 5 minutes. Therefore, taking less than 3.5 minutes to finish the study, respondents might not have paid enough attention to the questions and taking more than 10 minutes would indicate that respondents would be multitasking while taking the survey. The final sample was composed by one hundred thirty-nine participants (69,1% female, Mage = 31.76, SD = 10). We also provide the results with the full sample for the sake of comparison (n=193, 68% female, Mage = 32.44, SD=10.7). The experiment employed a single factor between-subjects design with two conditions of anticonsumption perspective (self vs. other). Respondents were randomly distributed to one of the two conditions.

Procedures. Participants were invited to answer a series of unrelated studies. They were told that researchers' interest was to investigate consumers' choices and decisions.

In the self-anticonsumption scenario, adapted from Rick (2008) respondents read the following situation: *"Imagine the following situation: You are walking in a mall when you see in the window of a store a denim jacket that caught your attention. The jacket has a good price and a style that you like a lot. You also have enough money to buy this new jacket. However, you decide not to buy the jacket and continue to wear a jacket that you have already owned for some time, as you think that reducing consumption is important to protect the environment."*

Within the others anticonsumption attitude scenario, participants read the following situation: *"Imagine the following situation: Anna is walking in a mall when she sees in a shop window a denim jacket that caught her attention. The jacket has a good price and has a style that she likes a lot. Anna also has enough money to buy this new jacket. However, Anna decides not to buy this new jacket and continue to wear a jacket she already has owned for some time, because she thinks that reducing consumption is important to protect the environment."*

Measures. After reading the scenario, participants reported their judgment about the target image perception in one item: “How do you evaluate Ana (vs. others evaluate you) for deciding not to buy the new jacket and continue to wear the old jacket?” In 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree”. Moral elevation was measured with four items: inspired, awe, motivated and admired. Participants in the self-perspective condition indicated to how much they thought that others would feel inspired, awe, motivated and admired by the anticonsumption action, while those in the other perspective condition rated how much they felt these moral elevation items by knowing that Ana had performed an anticonsumption action. This scale was adapted from Aquino et al. (2011) and Freeman et al. (2009) in 7-point-scale, varying from 1 = “Not at all” to 7 = “Very much”.

Since anticonsumption practices are also related to the lack of resources (De Nardo et al., 2017; Sekhon & Soule, 2020), to rule out an alternative explanation that those in the self-perspective would be perceived as more motivated to save money, participants answered one item of perceived monetary motivation. In 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree” they classified the following sentence: “By not buying the jacket and reducing consumption Ana (vs. you) is motivated to save money”. In order to measure environmental motivation, participants answered a single item: “By not buying the jacket and reducing consumption Ana (vs. you) is motivated by conscious consumption and by the benefits to the environment.” in 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree”.

The manipulation check for anticonsumption perspective was measured with two items: “the scenario I have read describes a situation about my own behavior” and “the scenario I have read describes the behavior of another person” in a 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree”. Finally, respondents answered demographic questions such as age, educational level, monthly income, were thanked and debriefed.

Results

Manipulation check. An independent-samples t-test showed that those in the self-anticonsumption perspective considered the scenario had described a situation related to their own behavior ($M = 5.03$; $SD = 1.75$), compared to those in the other perspective condition ($M = 3.64$; $SD = 2.03$; $t(137) = 4,327$; $p < .000$). On the other hand, those in the other anticonsumption perspective perceived the situation as more related to another person ($M = 5.10$; $SD = 1.82$), compared to those in the self-perspective ($M = 3.33$; $SD = 1.96$; $t(137) = 5,489$; $p < .000$). Results on demographic question were not significant between groups.

Image perception. Through another independent-samples t-test analysis, respondents on self-perspective condition judged a less positive image perception ($M = 4.94$, $SD = 1.48$), comparing to respondents on other's anticonsumption perspective, that refereed the image perception as even more positive ($M = 6.24$, $SD = 1.13$; $t(137) = 5,697$; $p < .000$).

Moral elevation. The four items were averaged to form an index of moral elevation ($\alpha = .877$. See Appendix F for detailed analysis). The results of an independent samples t-test showed that those in the other anticonsumption perspective considered that the actor's anticonsumption behavior generated higher levels of moral elevation ($M = 4.79$, $SD = 1.53$), compared to those in the self-perspective, who perceived that their anticonsumption behavior would generate lower moral elevation on others ($M = 3.41$, $SD = 1.48$; $t(137) = 5,378$; $p < .000$).

Environmental motivation. Similar analysis was performed for environmental motivation. The results showed that those in the other perspective anticonsumption condition judged that the behavior was more motivated by sustainable concern ($M = 5.76$, $SD = 1.29$), compared to those that judged the self-anticonsumption practice ($M = 3.42$, $SD = 1.69$; $t(137) = 9,110$; $p < .000$).

Saving motivation. As expected, no differences were found for the saving motivation between self ($M = 4.81$, $SD = 1.86$) and other ($M = 5.07$, $SD = 1.62$; $t(137) = .887$; $p < .377$) perspective.

Appendix F shows the Exploratory Factor Analysis, the reliability test for the moral elevation variable, as well as the correlation between all measured variables.

Table 1 shows a summary of the results for study 1.

Table 1

Mean comparisons of image perception, moral elevation, environmental motivation and saving motivation on study 1 (n = 139)

Measures	Self- perspective (n = 67)	Other's perspective (n = 72)	<i>t</i>	<i>p-value</i>
	M (SD)	M (SD)		
Image Perception	4.94 (1.48)	6.24 (1.13)	$t(137) = 5.697$	$p < .000$
Moral Elevation	3.41 (1.48)	4.79 (1.53)	$t(137) = 5.378$	$p < .000$
Environmental Motivation	3.42 (1.69)	5.76 (1.29)	$t(137) = 9.110$	$p < .000$
Saving Motivation	4.81 (1.86)	5.07 (1.62)	$t(137) = .887$	$p < .377$

We also performed the same analysis without filtering the sample by the time for answering the study and a similar pattern of results arisen. Table 2 shows these effects.

Table 2

Mean comparisons of image perception, moral elevation, environmental motivation and saving motivation on study 1 (n = 193)

Measures	Self- perspective (n = 97)	Other's perspective (n = 96)	<i>t</i>	<i>p-value</i>
	M (SD)	M (SD)		
Image Perception	4.81 (1.62)	6.16 (1.25)	$t(193) = 6.390$	$p < .000$
Moral Elevation	3.57 (1.44)	4.80 (1.60)	$t(193) = 5.583$	$p < .000$
Environmental Motivation	3.48 (1.70)	5.88 (1.23)	$t(193) = 11.179$	$p < .000$
Saving Motivation	4.84 (1.84)	5.09 (1.64)	$t(193) = 1.027$	$p < .306$

Image perception. Through another independent-samples t-test analysis, respondents on self-perspective condition judged a less positive image perception ($M = 4.81$, $SD = 1.62$), comparing to respondents on other's anticonsumption perspective, that refereed the image perception as even more positive ($M = 6.16$, $SD = 1.25$; $t(193) = 6,390$; $p < .000$).

Moral elevation. The four items were averaged to form an index of moral elevation ($\alpha = .883$). The results of an independent samples t-test showed that those in the others anticonsumption perspective considered that the actor's anticonsumption behavior generated more moral elevation ($M = 4.80$, $SD = 1.60$), compared to those in the self-perspective, who perceived that their anticonsumption behavior would generate lower moral elevation on others ($M = 3.57$, $SD = 1.44$; $t(193) = 5,583$; $p < .000$).

Environmental motivation. Similar analysis was performed for environmental motivation. The results showed that those in the other perspective anticonsumption condition judged that the behavior was more motivated by sustainable concern ($M = 5.88$, $SD = 1.23$), compared to those that judged the self-anticonsumption practice ($M = 3.48$, $SD = 1.70$; $t(193) = 11,179$; $p < .000$).

Saving motivation. As expected, no differences were found for the saving motivation between self ($M = 4.84$, $SD = 1.84$) and other ($M = 5.09$, $SD = 1.64$; $t(193) = 1.027$; $p < .306$) perspective.

Discussion

Overall, the results of study 1 show that anticonsumption behavior performed by others generates evaluations that are more positive compared to the inferences people make on how they will be judged about their own anticonsumption practices. Although reducing consumption is positive for the environment, people believe that their own actions will not be perceived as positive as when it is performed by others.

This study contributes with an initial evidence that acts of anticonsumption can produce positive outcomes to the actor, such as positive image perception and moral elevation. Our further steps are to find out if this pattern repeats with outcomes about the action itself.

In the next study, we investigate the robustness of our findings. One could argue that predictions about others' self-control would be responsible for the effect to emerge, because the scenario would be interpreted as avoiding impulsive purchases. Therefore, the next study uses a different scenario, not involving a product purchase. We also investigate the impact of self-other anticonsumption perspectives on consumers' inferences about the environmental impact of the action. Finally, we examine a possible explanation for this effect to emerge.

STUDY 2 - JUDGMENTS ABOUT SELF VS. OTHERS' ANTICONSUMPTION BEHAVIOR – CAR VS. PUBLIC TRANSPORTATION

In this study, we try to replicate the prediction that observed anticonsumption will generate inferences that are more positive when comparing to the same behavior performed by the self. The main difference occurs when our scenario does not bring literal consumption.

Method

Participants and design. Two hundred thirty-eight participants were recruited in an online panel. They participated in this experiment. in exchange for contributing with \$1 in donations to the Pequeno Príncipe Hospital, a pediatric hospital who treats children with cancer. Twenty-three participants that failed the attention check were eliminated from further analysis, leaving a sample of 215 respondents. We also selected cases by filtering participants that completed the study in less than 210 seconds (3.5 minutes) and those that took more than 600 seconds (10 minutes) to finish the study, since the estimated average time for completing the task was around 5 minutes. Therefore, by taking

less than 3.5 minutes to finish the study, respondents might not have paid enough attention to the questions and taking more than 10 minutes would indicate that respondents would be multitasking while taking the survey. The final sample resulted in one hundred fifty-one participants (65% female, Mage: 34.23, SD = 12). The experiment employed a single factor between-subjects design with two conditions of anticonsumption perspective (self vs. other). Participants were randomly exposed to one of the two conditions.

Procedures. In the self-anticonsumption perspective, respondents read the following situation: *You are very concerned with preserving the environment and always try to consume more consciously. That's the reason why you have started using public transportation instead of the car to get around in your daily paths.* Those in the other's anticonsumption perspective read, *George is very concerned with preserving the environment and always seeks to consume more consciously. That's the reason why George started to use public transportation instead of the car to get around in his daily paths.*

Measures. After reading the scenario, participants answered judgments about image perception. The scale was measured through one item: "How do you evaluate George (vs. do others evaluate you) for his decision to stop using his car to use public transportation?" In 7-point scale, varying from 1 = "Totally disagree" to 7 = "Totally agree". Participants also answered the same questions about moral elevation measured in study 1.

We included a measure about environmental contribution with a single item: "George's action contributes to the environment (vs. People will consider that my action contributes to the environment)", in 7-point scale, varying from 1 = "Totally disagree" to 7 = "Totally agree". Next, perceived environmental relevance, was measured also with a single item: "George's action is relevant to the environment (vs. People will consider that my action is relevant to the environment)", in 7-point scale, varying from 1 = "Totally disagree" to 7 = "Totally agree".

Later, participants answered items about perceived competence (based on Louvet et al., 2019) associated with the anticonsumption action. Those in other perspective read "George's behavior

makes you think that he is: competent, efficient and intelligent”, and those in the self-perspective condition read “Your behavior will make others think that you are: competent, efficient and intelligent”, All three items were measured in a 7-point-scale, varying from 1 = “Not at all” to 7 = “Very much”. Final measures included saving motivation and environmental motivation, also inquired on Study 1.

The manipulation check for anticonsumption perspective was measured with two items: “the scenario I have read describes a situation about my own behavior” and “the scenario I have read describes the behavior of another person” in a 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree”. Finally, respondents completed the same demographic questions of study 1, were thanked and debriefed.

Results

Manipulation check. An independent-samples t-test showed that those in the self-anticonsumption perspective considered the scenario had described a situation related to their own behavior ($M = 4.94$; $SD = 1.84$), compared to those in the other perspective condition ($M = 3.62$; $SD = 1.77$; $t(149) = 4.490$; $p < .000$). On the other hand, those in the other anticonsumption perspective perceived the situation as more related to another person ($M = 4.73$; $SD = 1.87$), compared to those in the self-perspective ($M = 3.30$; $SD = 1.93$; $t(149) = 4.604$; $p < .000$).

Image perception. Similar as the previous study, participants on self-perspective condition judged a less positive image perception ($M = 4.70$, $SD = 1.91$), comparing to those on other’s anticonsumption perspective, that evaluated the image perception as even more positive ($M = 5.88$, $SD = 1.45$; $t(149) = 4.203$; $p < .000$).

Moral elevation. ($\alpha = .812$, see Appendix G for detailed analysis). The results followed the same pattern for the judgment about moral elevation. Those in the other perspective condition felt

higher moral elevation with the observed anticonsumption behavior ($M = 4.90$, $SD = 1.47$) compared to those in the self-perspective condition ($M = 4.45$, $SD = 1.37$; $t(149) = 1,955$; $p = .052$).

Competence. ($\alpha = .896$, see Appendix G for detailed analysis). Respondents judged that the anticonsumption of others would be more linked with competence ($M = 5.31$, $SD = 1.37$), when comparing to the judgments people make about their competence on the self-anticonsumption behavior scenario ($M = 4.27$, $SD = 1.62$; $t(149) = 4,208$; $p < .000$).

Saving motivation. There was no self-other anticonsumption differences on perceptions about saving motivation, $t(149) = 1,101$; $p = .273$). Appendix G shows the Exploratory Factor Analysis, the reliability test for the moral elevation and competence variables, as well as the correlation between all measured variables. Table 3 shows a summary of the results for study 2.

Environmental motivation. Following a similar pattern of results, respondents judged that the anticonsumption of others would be more motivated by environmental concern ($M = 5.86$, $SD = 1.21$), compared to the judgments people make about the environmental motivation for the self-anticonsumption behavior ($M = 4.50$, $SD = 1.80$; $t(149) = 5,358$; $p < .000$).

Environmental contribution. There were no significant differences between self ($M = 5.98$, $SD = 1.19$) and other's anticonsumption behavior when measuring environmental contribution ($M = 6.23$, $SD = 1.03$; $t(149) = 1,360$; $p < .176$).

Perceived environmental relevance. The item measuring perceived on an independent-samples t-test showed that those in the self-anticonsumption perspective predicted that others would judge that their behavior would have a lower impact on the environment ($M = 5.70$, $SD = 1.68$), compared to the same behavior performed by another person ($M = 6.15$, $SD = 1.26$; $t(149) = 1,828$; $p = .070$).

Table 3

Mean comparisons of image perception, moral elevation, competence, saving motivation, environmental motivation, environmental contribution and perceived socioeconomic status on study 2 (n = 151)

Measures	Self- perspective (n = 70)	Other's perspective (n = 81)	<i>t</i>	<i>p-value</i>
	M (SD)	M (SD)		
Image Perception	4.70 (1.91)	5.88 (1.45)	$t(149) = 4.203$	$p < .000$
Moral Elevation	4.45 (1.37)	4.90 (1.47)	$t(149) = 1.955$	$p = .052$
Competence	4.27 (1.62)	5.31 (1.37)	$t(149) = 4.208$	$p < .000$
Saving Motivation	4.70 (1.86)	4.36 (1.94)	$t(149) = 1.101$	$p = .273$
Environmental Motivation	4.50 (1.80)	5.86 (1.21)	$t(149) = 5.358$	$p < .000$
Environmental Contribution	5.98 (1.19)	6.23 (1.45)	$t(149) = 1.360$	$p = .176$
Perceived Environmental Relevance	5.70 (1.68)	6.15 (1.26)	$t(149) = 1.828$	$p = .070$

We also performed the same analysis without filtering the participants by the time for answering the study. A similar pattern of results emerged for all variables, except for the perceived relevance, that became no significant when we perform the analysis for the full number of cases. Table 4 shows these effects.

Table 4

Mean comparisons of image perception, moral elevation, competence, saving motivation, environmental motivation, environmental contribution and perceived socioeconomic status on study 2 (n = 215)

Measures	Self perspective (n = 105)	Other's perspective (n = 110)	<i>t</i>	<i>p-value</i>
	M (SD)	M (SD)		
Image Perception	4.58 (1.87)	5.92 (1.35)	$t(215) = 5.981$	$p < .000$
Moral Elevation	4.40 (1.43)	4.80 (1.50)	$t(215) = 1.998$	$p < .047$
Competence	4.36 (1.55)	5.24 (1.39)	$t(215) = 4.338$	$p < .000$
Saving Motivation	4.51 (1.81)	4.34 (1.91)	$t(215) = .698$	$p = .486$
Environmental Motivation	4.50 (1.72)	5.82 (1.27)	$t(215) = 6.359$	$p < .000$
Environmental Contribution	6.35 (1.10)	6.37 (1.03)	$t(215) = .139$	$p = .890$
Perceived Environmental Relevance	5.95 (1.60)	6.08 (1.33)	$t(215) = .642$	$p = .522$

Image perception. Similar as the previous study, participants on self-perspective condition judged a less positive image perception ($M = 4.58$, $SD = 1.87$), comparing to those on other's anticonsumption perspective, that evaluated the image perception as even more positive ($M = 5.92$, $SD = 1.35$; $t(215) = 5.981$; $p < .000$).

Moral elevation. ($\alpha = .877$). The results followed the same pattern for the judgment about moral elevation. Those in the other perspective condition felt higher moral elevation with the observed anticonsumption behavior ($M = 4.80$, $SD = 1.50$) compared to those in the self-perspective condition ($M = 4.40$, $SD = 1.43$; $t(215) = 1.998$; $p = .047$).

Competence. ($\alpha = .878$). Respondents judged that the anticonsumption of others would be more linked with competence ($M = 5.24$, $SD = 1.39$), when comparing to the judgments people make about their competence on the self-anticonsumption behavior scenario ($M = 4.36$, $SD = 1.55$; $t(215) = 4.338$; $p < .000$).

Saving motivation. There was no self-other anticonsumption differences on perceptions about saving motivation, ($t(215) = .698$; $p = .486$). Appendix G shows the Exploratory Factor Analysis, the reliability test for the moral elevation and competence variables, as well as the correlation between all measured variables.

Environmental motivation. Following a similar pattern of results, respondents judged that the anticonsumption of others would be more motivated by environmental concern ($M = 5.82$, $SD = 1.27$), compared to the judgments people make about the environmental motivation for the self-anticonsumption behavior ($M = 4.50$, $SD = 1.72$; $t(215) = 6.359$; $p < .000$).

Environmental contribution. There were no significant differences between self ($M = 6.35$, $SD = 1.10$) and other's anticonsumption behavior when measuring environmental contribution ($M = 6.37$, $SD = 1.03$; $t(215) = .139$; $p < .890$).

Perceived environmental relevance. The item measuring perceived on an independent-samples t-test showed that those in the self-anticonsumption perspective predicted that others would judge that their behavior would have a lower impact on the environment ($M = 5.95$, $SD = 1.60$),

compared to the same behavior performed by another person ($M = 6.08$, $SD = 1.33$; $t(215) = .642$; $p = .522$).

Discussion

In this study, we replicate the findings of study 1 and investigate a possible explanation for the self-other differences in evaluations about anticonsumption practices. We also found evidence that these self-other differences also affect the judgments about the relevance of the action to the environment. However, these outcomes need to be further investigated since the results were not consistent across different sample sizes.

While past research shows that virtuous and anticonsumption practices may generate negative judgments about the actor (Minson & Monin, 2012; Monin et al., 2008; Sekhon & Soule, 2020; Zane et al., 2016), we find initial evidence that anticonsumption practices may generate positive judgments about anticonsumers and the environmental impact of these practices. More important, people evaluate others' anticonsumption behavior as even more positive and generating outcomes that are more positive compared to when they perform these actions themselves.

Given the opposing findings about anticonsumption practices (Cramwinckel et al., 2013; Hoogendoorn et al., 2019), we will further investigate when these practices are judged as more positive. For instance, it is an open question if these self-other differences are observed for other sustainable consumption actions that do not involve consumption reduction behavior, such as buying a green product. In addition, studies 1 and 2 did not measure the perceptions about socioeconomic status. Therefore, we do not know if the action of anticonsumption signals lower status compared to the judgment consumers make when observing others' anticonsumption practices and this possibility will be further investigate on next studies. Another limitation is that the measure of competence was not directly associated with managing resources. Therefore, in the next studies a more appropriate measure of competence is used.

Regarding the findings of this study, they are important to contribute with positive outcomes related to the action when there are practices of consumption reduction. On study 3 we aim to investigate if the patterns founded repeat on a green consumption scenario or only in anticonsumption based on reducing buying or not buying anything at all.

STUDY 3 - JUDGMENTS ABOUT SELF VS. OTHERS' GREEN CONSUMPTION BEHAVIOR

In this study, we investigate if our previous findings will replicate when participants judge the self-other perspective in a green consumption situation. We expect that differences between self (vs. other) judgments will not emerge when for green consumption behavior.

Method

Participants and design. One hundred fifty participants (50% female, Mage: 32.86, SD = 9) were recruited in Amazon Mechanical Turk and participated in this experiment in exchange for payment. Eleven participants that failed the attention check were eliminated from further analysis, leaving a sample of 139 respondents. As the previous studies, we have filtered those who finished the task under three and half minutes and above 10 minutes, leaving a final sample of 125 respondents. The average time to complete the study was 5 minutes. Therefore, taking less than 3.5 minutes to finish the study, respondents might not have paid enough attention to the questions and taking more than 10 minutes would indicate that respondents would be multitasking while taking the survey. The experiment employed a single factor between-subjects design with two conditions of anticonsumption perspective (self vs. other). Participants were randomly exposed to one of the two conditions.

Procedures. The green consumption scenario was based on previous studies (Mo et al., 2018; Tezer & Bodur, 2020; Yan et al., 2020). The self-other perspective was manipulated like studies 1 and 2.

In the self-anticonsumption perspective, respondents read the following situation: *“You need to buy a new pair of headphones for personal use and decide to look for some options on a tech website. You find two options that call your attention. They both have similar prices. However, Brand A was promoted as a conventional headphone. Brand B was promoted as an eco-friendly headphone. After some consideration, you choose the eco-friendly headphone”*. Those in the other’s anticonsumption perspective read, *“Mark needs to buy a new pair of headphones for his personal use and decides to look for some options on a tech website. He finds two options that call his attention. They both have similar prices. However, Brand A was promoted as a conventional headphone. Brand B was promoted as an eco-friendly headphone. After some consideration, he chooses the eco-friendly headphone”*.

Measures. After reading the scenario, participants answered the competence cognition scale (based on Hwang et al., 2020) associated with the anticonsumption action. Those in other perspective read “Mark’s choice to buy the eco-friendly product makes me think that his decision is: real on managing resources, effective on managing resources and appropriate on managing resources”. In addition, those in the self-perspective condition read “Your choice to buy the eco-friendly product makes others think that your decision is: real on managing resources, effective on managing resources and appropriate on managing resources”. All three items were measured in a 7-point-scale, varying from 1 = “Not at all” to 7 = “Very much”.

Image perception was measured through three items: “How do you believe others will evaluate you (vs. you evaluate Mark) for your (vs. his) decision of buying an eco-friendly headphone instead of a conventional product?”. In 7-point scale, varying from 1 = “Very bad/Unfavorable/Very negative” to 7 = “Very good/Favorable/Very positive”.

Participants answered the same questions about moral elevation, perceived motivation for preserving the environment, perceived environmental relevance and environmental contribution measured in study 2. Additionally, we included a measure about the perceived socioeconomic status (Sekhon & Soule, 2020), with four items: in self-perspective participants read: “The situation described might signal to others that: you have high status, are respectable, are rich and have a lot of money”, in 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree”. On the other’s perspective scenario, participants read “The situation described makes you think that Mark: has high status, is respectable, is rich and has a lot of money”. The Exploratory Factor Analysis for the measures of image perception, moral elevation, competence and perceived socioeconomic status as well as the correlation between all variables are at Appendix H.

The manipulation check for anticonsumption perspective followed the same pattern of previous studies, and measured with two items: “the scenario I have read describes a situation about my own behavior” and “the scenario I have read describes the behavior of another person” in a 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree”.

Finally, respondents accomplished demographic questions, were thanked and debriefed.

Results

Manipulation check. An independent-samples t-test showed that those in the self-anticonsumption perspective considered the scenario had described a situation related to their own behavior ($M = 6.07$; $SD = 1.05$; $t(125) = 4,684$; $p < .000$), compared to those in the other perspective condition ($M = 4.72$; $SD = 2.03$). On the other hand, those in the other anticonsumption perspective perceived the situation as more related to another person ($M = 6.02$; $SD = 1.19$; $t(125) = 4,827$; $p < .000$), compared to those in the self-perspective ($M = 4.47$; $SD = 2.20$).

Image perception. Image perception ($\alpha = .821$, see Appendix H for detailed analysis) showed no significant difference between self and other’s anticonsumption perspective. Participants on self-perspective condition judged a similar image perception ($M = 6.13$, $SD = .828$), comparing to those

on other's anticonsumption perspective ($M = 6.23$, $SD = .751$; $t(125) = .684$; $p = .496$). On Appendix H factor analysis and reliability tests are presented for all the tested variables of this study.

Moral elevation. As the other scales in this study, moral elevation ($\alpha = .840$, see Appendix H for detailed analysis) followed the same pattern. Those in the self- perspective condition ($M = 5.54$, $SD = 1.14$) felt similar compared to those in the other's perspective condition ($M = 5.63$, $SD = .968$; $t(125) = .445$; $p = .657$).

Competence ($\alpha = .861$, see Appendix H for detailed analysis). Again, no differences were found between self ($M = 5.86$, $SD = .99$) and other ($M = 5.74$, $SD = .96$) on competence perception ($t(125) = .700$; $p = .485$).

Perceived socioeconomic status. In this study, perceived socioeconomic status ($\alpha = .867$, see Appendix H for detailed analysis) was the only measure with significant difference between groups. Self-perspective condition participant had lower evaluation ($M = 4.96$, $SD = 1.51$), while other's perspective anticonsumption participants evaluated Mark actions as higher in PES ($M = 5.36$, $SD = 1.09$; $t(125) = 1.674$; $p = .097$).

Environmental motivation. Environmental motivation on self and other's anticonsumption perspectives also showed non-significant differences. The means on self-perspective ($M = 5.83$, $SD = 1.04$), were close to those on other's condition ($M = 5.92$, $SD = .941$; $t(125) = .503$; $p = .616$).

Environmental contribution. The measure of environmental contribution was not significantly different between the two groups. The results of an independent-samples t-test showed that those in the self-anticonsumption perspective ($M = 5.68$, $SD = 1.28$), predicted similarly compared to the perceived contribution of the same behavior performed by others ($M = 5.88$, $SD = 1.03$; $t(125) = .923$; $p = .358$).

Perceived environmental relevance. The results repeated on environmental relevance ($\alpha = .867$), once self-anticonsumption perspective had almost even scores ($M = 6.13$, $SD = .982$), of those on other's consumption perspective ($M = 6.05$, $SD = .959$; $t(125) = .501$; $p = .617$).

Table 5

Mean comparisons of image perception, moral elevation, competence, perceived socioeconomic status, environmental motivation, environmental contribution and perceived environmental relevance on study 3 (n = 125)

Measures	Self- perspective (n = 60)	Other's perspective (n = 65)	t	p-value
	M (SD)	M (SD)		
Image Perception	6.13 (.828)	6.23 (.751)	$t(125) = .684$	$p = .496$
Moral Elevation	5.54 (1.14)	5.63 (.968)	$t(125) = .445$	$p = .657$
Competence	5.86 (.993)	5.74 (.967)	$t(125) = .700$	$p = .485$
Perceived Socioeconomic Status	4.96 (1.51)	5.36 (1.09)	$t(125) = 1.67$	$p = .097$
Environmental Motivation	5.83 (1.04)	5.92 (.941)	$t(125) = .503$	$p = .616$
Environmental Contribution	5.68 (1.28)	5.88 (1.03)	$t(125) = .923$	$p = .358$
Perceived Environmental Relevance	6.13 (.982)	6.05 (.959)	$t(125) = .501$	$p = .617$

We also performed the same analysis without filtering the participants by the time for answering the study. A similar pattern of results was found for all variables, except for the perceived relevance became no significant when we perform the analysis for the full number of cases. Table 6 shows these effects.

Table 6

Mean comparisons of image perception, moral elevation, competence, perceived socioeconomic status, environmental motivation, environmental contribution and perceived environmental relevance on study 3 (n = 139)

Measures	Self- perspective (n = 66)	Other's perspective (n = 73)	t	p-value
	M (SD)	M (SD)		
Image Perception	6.15 (.804)	6.23 (.740)	$t(139) = .618$	$p = .537$
Moral Elevation	5.57 (1.11)	5.61 (.964)	$t(139) = .208$	$p = .836$
Competence	5.86 (.962)	5.77 (.966)	$t(139) = .592$	$p = .555$
Perceived Socioeconomic Status	5.01 (1.47)	5.30 (1.17)	$t(139) = 1.243$	$p = .216$
Environmental Motivation	5.83 (1.01)	5.90 (.945)	$t(139) = .424$	$p = .672$
Environmental Contribution	5.73 (1.24)	5.90 (1.03)	$t(139) = .906$	$p = .367$
Perceived Environmental Relevance	6.15 (.949)	6.07 (.948)	$t(139) = .516$	$p = .607$

Image perception. Image perception ($\alpha = .815$) showed no significant difference between self and other's anticonsumption perspective. Participants on self-perspective condition judged a similar image perception ($M = 6.15$, $SD = .804$), comparing to those on other's anticonsumption perspective ($M = 6.23$, $SD = .740$; $t(139) = .618$; $p < .537$). Appendix H presents the factor analysis and reliability tests for all the tested variables of this study.

Moral elevation. As the other scales in this study, moral elevation ($\alpha = .833$) followed the same pattern. Those in the self- perspective condition ($M = 5.57$, $SD = 1.11$) felt similar compared to those in the other's perspective condition ($M = 5.61$, $SD = .964$; $t(139) = .208$; $p = .836$).

Competence. Respondents judged that the anticonsumption of others ($M = 5.77$, $SD = .966$), and judgments people make about their competence on the self-anticonsumption behavior scenario ($M = 5.86$, $SD = .962$; $t(139) = .592$; $p = .555$) quite close and similar as well as the previous variables ($\alpha = .849$).

Perceived socioeconomic status. In this sample, perceived socioeconomic status ($\alpha = .873$) was again the only measure with significant difference between groups. Self-perspective condition participant had a lower evaluation ($M = 5.01$, $SD = 1.47$), while other's perspective anticonsumption participants evaluated Mark actions as higher in PES ($M = 5.30$, $SD = 1.17$; $t(139) = 1.243$; $p = .216$).

Environmental motivation. Environmental motivation on self and other's anticonsumption perspectives also showed non-significant differences. The means on self-perspective ($M = 5.83$, $SD = 1.01$), were close to those on other's condition ($M = 5.90$, $SD = .945$; $t(139) = .424$; $p = .672$).

Environmental contribution. The measure of environmental contribution was not significantly different between the two groups. The results of an independent-samples t-test showed that those in the self-anticonsumption perspective ($M = 5.73$, $SD = 1.24$), predicted similarly compared to the perceived contribution of the same behavior performed by others ($M = 5.90$, $SD = 1.03$; $t(139) = .906$; $p = .367$).

Perceived environmental relevance. The results repeated on environmental relevance ($\alpha = .873$), once self-anticonsumption perspective had almost even scores ($M = 6.15$, $SD = .949$), of those on other's consumption perspective ($M = 6.07$, $SD = .948$; $t(139) = .516$; $p = .607$).

Discussion

The goal of Study 3 was to test if the gap between self and other anticonsumption judgments would replicate in a green consumption scenario. As expected, no self-other differences were observed for green consumption practices. Therefore, the self-other differences only emerge when it involves decisions of not consuming or consuming less. Although there is status involved in green choices (Griskevicius et al., 2010; Sekhon & Soule, 2020; Soule & Sekhon, 2018), there is no evidence that we see that others will have a more positive image and contribute more to the environment compared to how we judge our own actions. These results contribute to green consumption literature reinforcing the concept of conspicuous signaling connected to it and eliminating the possibility of gaps on the evaluation self versus other.

The next study examines the possible mediating effect of perceived socioeconomic status associated with anticonsumption practices.

STUDY 4 - THE MEDIATING EFFECT OF PERCEIVED SOCIOECONOMIC STATUS

In this study, we aim to eliminate regional effects collecting data on Amazon Mechanical Turk. We investigate if our previous findings will replicate when participants judge the self-other perspective and if Perceived Socioeconomic Status might work as mediating the studied process. We once again expect that differences between self (vs. other) judgments happen with outcomes that are more positive on other's anticonsumption practices.

Method

Participants and design. Two hundred and five participants (66.3% Male, Mage: 35.73, SD = 9.94) were recruited in Amazon Mechanical Turk and participated in this experiment in exchange for payment. Fifty-five participants that failed the attention check were eliminated from further analysis, leaving a sample of 151 respondents. Filtering the sample size by eliminating those who finished the study in less than two minutes, left a final sample of 131 respondents. The average time to complete the study was 5 minutes. Therefore, taking less than 2 minutes to finish the study, respondents might not have paid enough attention to the questions. The experiment employed a single factor between-subjects design with two conditions of anticonsumption perspective (self vs. other). Participants were randomly exposed to one of the two conditions.

Procedures. The anticonsumption scenario was based on Rick et al., 2008. In the self-anticonsumption perspective, respondents read the following situation: *“You are accompanying a good friend at the local mall. When you both enter a large department store, you see that the store has a “one-day-only-sale” where everything is priced 10–60% off. Although many products call your attention and you have about \$100 available for shopping, you realize that having less is more and end up leaving the store without buying anything”*. Those in the other’s anticonsumption perspective read, *“Mary is accompanying her good friend at the local mall. When they both enter a large department store, Mary sees that the store has a “one-day-only-sale” where everything is priced 10–60% off. Although many products call her attention and she has about \$100 available for shopping, Mary realizes that having less is more and ends up leaving the store without buying anything”*.

Measures. After reading the scenario, participants answered the image perception and moral elevation scales already used on our previous studies, and then read a single item scale for environmental impact (Truelove & Gillis, 2018). Those in self-perspective condition read “How

much of a positive impact will others think that my decision of not buying anything have on the environment overall”. While those in the other’s perspective condition read “How much of a positive impact does Mary decision of not buying anything have on the environment overall?”. This scale was in a 7-point-score, varying from 1 = “No Impact” to 7 = “Very large impact”. Next, participants answered competence cognition scale presented on Study 3.

Participants then answered the same questions about perceived economic status, and environmental motivation. The Exploratory Factor Analysis for the measures of image perception, moral elevation, competence cognition, voluntary simplicity, perception about the action and perceived socioeconomic status as well as the correlation between all variables are detailed in Appendix I.

The manipulation check for anticonsumption perspective followed the same pattern of previous studies, and measured with two items: “the scenario I have read describes a situation about my own behavior” and “the scenario I have read describes the behavior of another person” in a 7-point scale, varying from 1 = “Totally disagree” to 7 = “Totally agree”.

Finally, respondents completed demographic questions, were thanked and debriefed.

Results

Manipulation check. An independent-samples t-test showed that those in the self-anticonsumption perspective considered the scenario had described a situation related to their own behavior ($M = 5.14$; $SD = 1.32$; $t(129) = 1,707$; $p < .090$). Moreover, those in the other anticonsumption perspective perceived the situation as more related to another person ($M = 5.62$; $SD = 1.14$; $t(129) = 4,604$; $p < .000$).

Image perception. ($\alpha = .731$). Similar as the previous study, participants on self-perspective condition judged a less positive image perception ($M = 2.42$, $SD = .502$), comparing to those on

other's anticonsumption perspective, that evaluated the image perception as more positive, though the difference here was not significant ($M = 2.50$, $SD = .529$; $t(131) = .921$; $p = .359$).

Moral elevation. ($\alpha = .887$). Those in the other perspective condition felt higher moral elevation with the observed anticonsumption behavior ($M = 5.20$, $SD = 1.26$) compared to those in the self-perspective condition ($M = 4.76$, $SD = 1.22$; $t(131) = 2.037$; $p = .044$).

Competence cognition. ($\alpha = .708$). Respondents judged that the anticonsumption of others would be more linked with competence ($M = 5.53$, $SD = .971$), when comparing to the judgments people make about their competence on the self-anticonsumption behavior scenario ($M = 5.16$, $SD = 1.01$; $t(131) = 2.122$; $p = .036$).

Perceived socioeconomic status. ($\alpha = .840$). Respondents judged that the anticonsumption of others would be more linked with perceived socioeconomic status ($M = 5.05$, $SD = 1.05$), when comparing to the judgments people make on self-anticonsumption behavior scenario ($M = 4.55$, $SD = 1.19$; $t(131) = 2.481$; $p = .015$).

Environmental motivation. Following a similar pattern of results, respondents judged that the anticonsumption of others would be more motivated by environmental concern ($M = 5.86$, $SD = 1.21$), compared to the judgments people make about the environmental motivation for the self-anticonsumption behavior ($M = 4.50$, $SD = 1.80$; $t(131) = 4.050$; $p = .000$).

Environmental impact. Participants on self condition judged themselves as producing less positive impact to the environment ($M = 4.93$, $SD = 1.34$) compared with other's anticonsumption behavior ($M = 5.45$, $SD = 1.37$; $t(131) = 2.153$; $p = .033$).

Perceived environmental relevance. The item measuring perceived environmental relevance on an independent-samples t-test showed that those in the self-anticonsumption perspective predicted that others would judge that their behavior would have a lower relevance on the environment ($M = 4.79$, $SD = 1.23$), compared to the same behavior performed by another person ($M = 5.27$, $SD = .999$; $t(131) = 2.375$; $p = .019$).

Table 7 shows a summary of these results:

Table 7

Mean comparisons of image perception, moral elevation, competence cognition, perceived socioeconomic status, environmental motivation, environmental impact and perceived environmental relevance on study 4 (n = 131)

Measures	Self perspective (n = 57)	Others' perspective (n = 74)	<i>t</i>	<i>p-value</i>
	M (SD)	M (SD)		
Image Perception	2.42 (.502)	2.50 (.529)	<i>t</i> (131) = .921	<i>p</i> = .359
Moral Elevation	4.76 (1.22)	5.20 (1.26)	<i>t</i> (131) = 2.037	<i>p</i> = .044
Competence Cognition	5.16 (1.01)	5.53 (.971)	<i>t</i> (131) = 2.122	<i>p</i> = .036
Perceived Socioeconomic Status	4.55 (1.19)	5.05 (1.05)	<i>t</i> (131) = 2.481	<i>p</i> = .015
Environmental Motivation	4.63 (1.15)	5.46 (1.16)	<i>t</i> (131) = 4.050	<i>p</i> = .000
Environmental Impact	4.93 (1.34)	5.45 (1.37)	<i>t</i> (131) = 2.153	<i>p</i> = .033
Perceived Environmental Relevance	4.79 (1.23)	5.27 (.999)	<i>t</i> (131) = 2.375	<i>p</i> = .019

We also performed the same analysis without filtering the sample by the time for answering the study. Some differences were observed between the two sample sizes. Table 8 shows these effects.

Table 8

Mean comparisons of image perception, moral elevation, competence cognition, perceived socioeconomic status, environmental motivation, environmental impact and perceived environmental relevance on study 4 (n = 151)

Measures	Self perspective (n = 69)	Other's perspective (n = 82)	<i>t</i>	<i>p-value</i>
	M (SD)	M (SD)		
Image Perception	2.42 (.470)	2.51 (.518)	<i>t</i> (151) = 1.191	<i>p</i> = .235
Moral Elevation	4.91 (1.20)	5.21 (1.22)	<i>t</i> (151) = 1.515	<i>p</i> = .132
Competence Cognition	5.22 (1.00)	5.50 (.954)	<i>t</i> (151) = 1.752	<i>p</i> = .082
Perceived Socioeconomic Status	4.73 (1.20)	5.06 (1.03)	<i>t</i> (151) = 1.766	<i>p</i> = .080
Environmental Motivation	4.72 (1.13)	5.43 (1.15)	<i>t</i> (151) = 3.755	<i>p</i> = .000
Environmental Impact	5.04 (1.30)	5.44 (1.38)	<i>t</i> (151) = 1.811	<i>p</i> = .072
Perceived Environmental Relevance	4.93 (1.25)	5.25 (.993)	<i>t</i> (151) = 1.735	<i>p</i> = .085

Image perception. ($\alpha = .702$) On this vision, there were no significant differences on responses self-perspective condition (M = 2.42, SD = .470), comparing to those on other's anticonsumption perspective, (M = 2.51, SD = .518; *t* (151) = 1.191; *p* = .235).

Moral elevation. ($\alpha = .877$) The results here also did not showed significant differences in the other perspective ($M = 5.21$, $SD = 1.22$) compared to those in the self-perspective condition ($M = 4.91$, $SD = 1.20$; $t(151) = 1.515$; $p = .132$). This result shows that filtering the sample by the time spent to respond the study had influence on moral elevation.

Competence cognition. ($\alpha = .829$). Respondents judged that the anticonsumption of others would be more linked with competence ($M = 5.50$, $SD = .954$), when comparing to the judgments people make about their competence on the self-anticonsumption behavior scenario ($M = 5.22$, $SD = 1.00$; $t(151) = 1.752$; $p = .082$).

Perceived socioeconomic status. ($\alpha = .842$). Respondents judged that the anticonsumption of others would be more linked with perceived socioeconomic status ($M = 5.06$, $SD = 1.03$), when comparing to the judgments people make about their perceived socioeconomic status on the self-anticonsumption behavior scenario ($M = 4.73$, $SD = 1.20$; $t(151) = 1.766$; $p = .080$).

Environmental motivation. Following a similar pattern of results, respondents judged that the anticonsumption of others would be more motivated by environmental concern ($M = 5.43$, $SD = 1.15$), compared to the judgments people make about the environmental motivation for the self-anticonsumption behavior ($M = 4.72$, $SD = 1.13$; $t(151) = 3.755$; $p = .000$).

Environmental impact. There were no significant differences between self ($M = 5.04$, $SD = 1.30$) and other's anticonsumption behavior when measuring environmental contribution ($M = 5.44$, $SD = 1.38$; $t(151) = 1.811$; $p = .072$).

Perceived environmental relevance. The item measuring perceived on an independent-samples t-test showed that those in the self-anticonsumption perspective predicted that others would judge that their behavior would have a lower impact on the environment ($M = 4.93$, $SD = 1.25$), compared to the same behavior performed by another person ($M = 5.25$, $SD = .993$; $t(151) = 1.735$; $p = .085$).

Mediation of perceived socioeconomic status. We performed a simple mediation analysis, including perceived socioeconomic status as a mediator, using the PROCESS macro on SPSS (model

4; 5,000 samples; Hayes, 2018). The self-anticonsumption perspective was coded as 0, and the other's perspective was coded as 1.

Dependent variables related to the perception of the actor: When the dependent variable was image perception, the results show a significant interaction effect of anticonsumption perspective on perceived socioeconomic status (Coeff = .4970, CI = .1075 to .8866) and a significant direct effect of perceived socioeconomic status on image perception (Coeff = .0835, CI = .0840 to .2362). However, it was observed a non-significant interaction effect of anticonsumption perspective on image perception (Coeff = .0039, CI = -.1705 to .1782). The expected indirect effect of anticonsumption perspective on image perception, thorough perceived socioeconomic status as mediator was significant (Coeff = .0796, CI = .0157 to .1568).

When moral elevation was our dependent variable, the results followed a similar pattern. There was a significant interaction effect of anticonsumption perspective on perceived socioeconomic status (Coeff = .4970, CI = .1075 to .8866) so as when perceived socioeconomic status interacts with moral elevation (Coeff = .6046, CI = .4403 to .7690). As image perception, it was observed a not significant interaction effect of anticonsumption perspective on moral elevation (Coeff = .1458, CI = -.2305 to .5223). As expected, the indirect effect of anticonsumption perspective on moral elevation, thorough perceived socioeconomic status as mediator was significant (Coeff = .3305, CI = .0646 to .5758).

Environmental motivation as dependent variable came with different characteristics on direct effect, while was the only with significant interaction when anticonsumption perspective was its predictor (Coeff = .4911, CI = .1758 to .8064). While the other relations remain with the significant pattern between anticonsumption perspective and perceived socioeconomic status (Coeff = .4970, CI = .1075 to .8866) so as when perceived socioeconomic status interacts with environmental motivation (Coeff = .6775, CI = .5399 to .8152). The indirect effect of anticonsumption perspective on environmental motivation, thorough perceived socioeconomic status as mediator was significant as well (Coeff = .3368, CI = .0670 to .6199).

Finally, competence cognition as dependent variable had a significant effect of anticonsumption perspective on perceived socioeconomic status (Coeff = .4970, CI = .1075 to .8866) so as when perceived socioeconomic status interacts with competence cognition (Coeff = .3456, CI = .2029 to .4883). It was not observed a significant direct effect of anticonsumption perspective on competence cognition (Coeff = .2005, CI = -.1264 to .5274). Following our predictions, the indirect effect of anticonsumption perspective on competence cognition with perceived socioeconomic status as mediator, was significant (Coeff = .1718, CI = .0358 to .3222).

Dependent variables related to the perception of the action: Observing environmental impact as dependent variable, there was also a significant effect of anticonsumption perspective on perceived socioeconomic status (Coeff = .4970, CI = .1075 to .8866) so as when perceived socioeconomic status interacts with environmental impact (Coeff = .4545, CI = .2564 to .6527). As the two first variables, it was not observed a significant direct effect of anticonsumption perspective on environmental impact (Coeff = .2902, CI = -.1638 to .7442). Following our predictions, the indirect effect of anticonsumption perspective on environmental impact using perceived socioeconomic status as mediator was significant (Coeff = .2259, CI = .0275 to .5119).

Changing the dependent variable to environmental relevance, the previous patterns repeated. There was a significant interaction effect of anticonsumption perspective on perceived socioeconomic status (Coeff = .5231, CI = .1587 to .8876) so as when perceived socioeconomic status interacts with environmental relevance (Coeff = .4356, CI = .2609 to .6103). As image perception, moral elevation and environmental impact it was observed a not significant interaction effect of anticonsumption perspective on environmental relevance (Coeff = .2540, CI = -.1170 to .6251). As expected, the indirect effect of anticonsumption perspective on environmental relevance, thorough perceived socioeconomic status as mediator was significant (Coeff = .2279, CI = .0539 to .4634). Table 9 shows these results:

Table 9

Perceived socioeconomic status as mediator on the dependent variables of study 4: image perception, moral elevation, environmental impact, environmental relevance, environmental motivation and competence cognition (n = 131)

Variable	Relation	Effect/Coeff	LLCI	ULCI
Image Perception	Total	.0835	-.0972	.2641
	Direct	.0039	-.1705	.1782
	Indirect	.0796	.0157	.1568
	IV – PES	.4970	.1075	.8866
	PES - DV	.0835	.0840	.2362
Moral Elevation	Total	.4463	.0110	.8816
	Direct	.1458	-.2307	.5223
	Indirect	.3305	.0646	.5758
	IV – PES	.4970	.1075	.8866
	PES - DV	.6046	.4403	.7690
Environmental Motivation	Total	.8279	.4233	1.234
	Direct	.4911	.1758	.8064
	Indirect	.3368	.0670	.6199
	IV – PES	.4970	.1075	.8866
	PES - DV	.6775	.5399	.8152
Competence Cognition	Total	.3723	.0271	.7175
	Direct	.2005	-.1264	.5274
	Indirect	.1718	.0358	.3222
	IV – PES	.4970	.1075	.8866
	PES - DV	.3456	.2029	.4883
Environmental Impact	Total	.5161	.0405	.9917
	Direct	.2902	-.1638	.7442
	Indirect	.2259	.0275	.5119
	IV – PES	.4970	.1075	.8866
	PES - DV	.4545	.2564	.6527
Environmental Relevance	Total	.4819	.901	.8737
	Direct	.2540	-.1170	.6251
	Indirect	.2279	.0539	.4634
	IV – PES	.5231	.1587	.8876
	PES - DV	.4356	.2609	.6103

These findings demonstrate initial evidence that when consumers have an anticonsumption behavior, they predict a less positive evaluation compared to when they observe others having the same behavior. This effect is explained by the perceived socioeconomic status.

Discussion

The results of study 4 show the consistency of our results. There was a self-other difference on how people judge the same anticonsumption actions. More positive outcomes at the individual level emerged when consumers judged the anticonsumption action performed by others. A more positive evaluation emerged for moral elevation, environmental motivation and competence cognition. There was also a more positive perception about the contribution of the action to the environment. The perceptions about environmental relevance and environmental impact were higher when consumers judged others' compared to when they inferred how they would be judged by the same behavior. We also found that these effects were mediated by the perceived socioeconomic status. Interesting, in study 4, there impact of self-other anticonsumption on image perception was only observed when the indirect effect of perceived socioeconomic status was included in the model.

GENERAL DISCUSSION

The main goal of this project was investigate the gap between judgments we believe others will perform over ourselves, compared to judgments we actually make on other people, specifically on situations of anticonsumption practices connected with reducing the amount of things we currently are stimulated to buy on our society.

Although previous research about judgments on self vs. other positioned that people often consider themselves as more intelligent, efficient, charitable and capable (Argo, 2020; Berman et al., 2015; Bolderdijk et al., 2018; Makri et al., 2020; Uren et al., 2019) than others, our results brought a different outcome. When comparing anticonsumption practices, an individual evaluates more positively a third person compared to how they believe they will be evaluated by others. This effect was consistent both when consumers decided not to buy a product (studies 1 and 4) and when consumers change behavior avoiding some consumption practices (study 2). Interesting, this effect was only observed for anticonsumption practices. When consumers prefer a green product over a traditional option, this self-other differences on how people judge the actor and the environmental impact of the action were not observed.

This self-other gap is explained by the perceived signaling associated with anticonsumption practices. People believe that they will be evaluated as someone with lack of resources when having an anticonsumption action. However, when they evaluate others anticonsumption practices, this perception is mitigated and there is a more positive perception about the actor and the contribution of the action to the environment.

These findings contribute to the anticonsumption (Makri et al., 2020; Ortega-Egea & García-de-Frutos, 2020; Sekhon & Soule, 2020; Uren et al., 2019) and costly signaling theory (Bellezza et al., 2014; Griskevicius et al., 2007; Zahavi, 1995). On the anticonsumption concept, we add the novelty of positive outcomes generated on consumption reduction, previously stated as a detractor to well-being and an individual's general evaluation (Furchheim et al., 2020; Kirmani et al., 2017; Kuanr et al., 2020). In the same manner, we consider that this result contributes to a gradual shift on

perceptions of consumption society. Considering costly signaling theory, we complement bringing a gap comparison between self and other's judgments on anticonsumption reduction as a behavior adhered to the premises of this theory.

Gathering the conclusions presented here, we point out a duality on consumption reduction. Even though it is a known worldwide necessity to shorten the use of natural resources, the gap of judgment on the self-perspective is not beneficial to the environment. Once the consumer does not see itself signaling positively on consumption reduction, it might not reduce buying or make efforts to consume better and puts the already limited natural resources of earth on a dangerously situation. Saving motivation did not came out significantly, but the difference between self and other is the projection or fear that other people will judge me as in lack of resources.

Public policies are recommended in order to educate consumer and vanish this gap, focusing on seeing the self-consumption reduction as positively as one sees another acting the same. Such as governments, companies can help consumers to create mechanisms to reduce and improve how to consume. Alternatives like product refiles, returning old packages, oil disposals, batteries are simple actions that might stimulate consumers seeing themselves as contributing to a greater good. Technology assists improvements and resignifications of known kinds of consumption like car sharing or rental.

Governments have the access to people on all the ranges of social class, and this capillarity is a powerful weapon against disinformation and waste. Educational projects in schools are heavily encouraged to inform about recycling, reuse and better consumption choices. Part of the government's responsibility is facilitate and stimulate the use of public transportation and other sharing behaviors. How can a common citizen be informed about the right way of separate their garbage? Television campaigns, governors' pronouncements, out of home advertising are options to build a local movement.

Companies are also responsible to educate the consumer in order to look into their own actions at an individual level and observe the capacity of change at the collective level. Those efforts not only

benefit the environment on long term, but also empowers a company's image as sustainable. If is part of the organization vision being lucrative tough healthy related to the society improvement, intern projects focused only on improvement their supply and distribution chain should be highly on priority.

How does marketers can work on the gap presented on this paper? A possible action is valuing the return of old packages to recycling internally. We suggest that each item returned generate discounts on acquiring a new product. Those new products, using reverse logistics, can little by little not use new natural resources. Information is also essential; showing the consumer those improvements on logistics are happening on real world, not only in advertising, can bring a humanity and admiration for brands. The action must not stop on the first step, the consumer need to be fed with the broadening effect that returning one piece of plastic can do for the planet.

LIMITATIONS AND FUTURE RESEARCH

On four experiments, we attempted to demonstrate how anticonsumption connected to consumption reduction could provide positive outcomes and how this relation works. Tough we have sought to eliminate biases contained in our scenarios, only on study 4 we were able not mentioning any explicitly environmental motivation on the manipulated scenarios. We also did a change of measures of competence cognition and image perception on the last two scenarios. Another limitation is that we could not apply a survey or do an experiment with people gathered on the same place, limiting our results to online only experiments. This condition reduces the reality control of our study.

Concerning open questions to future research, we suggest applying this finding on real-world situations, emulating anticonsumption behaviors observable to our respondents. We also suggest the search for artifices to diminish the gap founded in this work between self and other's anticonsumption perspective. This gap generates a series of questioning that can be answered in further investigations: In order to save natural resources, how do governments and companies can stimulate consumers to see themselves as positive as they see other people? How can companies maintain responsible profitability in an anticonsumption worldwide trend? What are the benefits for the consumer well-

being and self-satisfaction when we eliminate this gap? We leave those investigations open to research.

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APPENDIX

APPENDIX A

MEASURES

Manipulation Check (Studies 1, 2, 3 and 4)
What others will think about my behavior. (1 = strongly disagree to 7 = strongly agree)
What I think about the behavior of another person. (1 = strongly disagree to 7 = strongly agree)
Image Perception (Studies 1 and 2)
Very Negative/Very Positive. (1 = very negative to 7 = very positive)
Image Perception (Study 3 and 4)
Very Bad/Very Good. (1 = very bad to 7 = very good)
Unfavorable/Favorable. (1 = very unfavorable to 7 = very favorable)
Very Positive/Very Negative. (1 = very negative to 7 = very positive)
Elevation (Studies 1, 2, 3 and 4) – Aquino et al. (2011) and Freeman et al. (2009)
Inspired. (1 = strongly disagree to 7 = strongly agree)
Awe. (1 = strongly disagree to 7 = strongly agree)
Admired. (1 = strongly disagree to 7 = strongly agree)
Uplifted. (1 = strongly disagree to 7 = strongly agree)
Environmental Motivation (Studies 1, 2, 3 and 4)
When I buy an environmentally friendly product instead of a regular product/not buying the product, people will think that I am motivated by conscious consumption and benefits to the environment. (1 = strongly disagree to 7 = strongly agree)
Saving Motivation (Studies 1 and 2)
When I buy an environmentally friendly product instead of a regular product/not buying the product, people will think that I am motivated by the goal of saving money. (1 = strongly disagree to 7 = strongly agree)
Competence (Study 2) - Louvet et al. (2019)
Competent. (1 = strongly disagree to 7 = strongly agree)
Intelligent. (1 = strongly disagree to 7 = strongly agree)
Efficient. (1 = strongly disagree to 7 = strongly agree)

Environmental Contribution (Studies 2 and 3)

People will consider that my decision to buy the eco-friendly product/not buying the product contributes a lot to the environment. (1 = strongly disagree to 7 = strongly agree)

Environmental Relevance (Studies 2, 3 and 4)

People will consider that my preference for an eco-friendly product/not buying the product is relevant to the environment (1 = strongly disagree to 7 = strongly agree)

Environmental Impact (Study 4) - Truelove & Gillis (2018)

How much of a positive impact will others think that my decision of not buying anything have on the environment overall. (1 = no impact to 7 = very large impact)

Competence Cognition (Study 3 and 4) - Hwang et al. (2020)

Real on managing resources. (1 = strongly disagree to 7 = strongly agree)

Effective on managing resources. (1 = strongly disagree to 7 = strongly agree)

Appropriate on managing resources. (1 = strongly disagree to 7 = strongly agree)

Perceived Socioeconomic Status (Study 3 and 4) - Sekhon & Soule (2020)

You have high status. (1 = strongly disagree to 7 = strongly agree)

You are respectable. (1 = strongly disagree to 7 = strongly agree)

You are rich. (1 = strongly disagree to 7 = strongly agree)

You have a lot of money. (1 = strongly disagree to 7 = strongly agree)

Demographics (All Studies)

Gender

Age

Educational level

Family Monthly Income

APPENDIX B

STUDY 1 – EXPERIMENT SCRIPT

SCENARIO 1 – Self-Perspective (Adapted from Rick, 2008)

Imagine a seguinte situação:

Você está passeando em um shopping quando vê na vitrine de uma loja uma jaqueta jeans que lhe chamou a atenção. A jaqueta está com um bom preço e é de um modelo que você gosta bastante. Você também tem dinheiro suficiente para comprar essa nova jaqueta. Ao analisar a possibilidade de compra, você decide não comprar a jaqueta e continuar a usar uma jaqueta que já possui faz algum tempo, pois pensa que reduzir o consumo é importante para o meio ambiente.

SCENARIO 2 – Other's perspective (Adapted from Rick, 2008)

Imagine a seguinte situação:

Ana está passeando em um shopping quando vê na vitrine de uma loja uma jaqueta jeans que lhe chamou a atenção. A jaqueta está com um bom preço e é de um modelo que ela gosta bastante. Ana também tem dinheiro suficiente para comprar essa nova jaqueta. Ao analisar a possibilidade de compra, Ana decide não comprar a jaqueta e continuar a usar uma jaqueta que já possui faz algum tempo, pois ela pensa que reduzir o consumo é importante para o meio ambiente.

First Screen Presentation – Image Perception (Self-Perspective)

De que forma você acredita que as pessoas irão te avaliar por sua decisão de não comprar uma jaqueta nova, e continuar a usar sua velha jaqueta?

Muito negativa  Muito positiva

First Screen Presentation – Image Perception (Other's-Perspective)

De que forma você avalia Ana pela decisão dela de não comprar a jaqueta nova e continuar a usar sua velha jaqueta?

Muito negativa  Muito positiva

APPENDIX C

STUDY 2 – EXPERIMENT SCRIPT

SCENARIO 1 – Self-Perspective

Leia atentamente a situação abaixo:

Você se preocupa muito com a preservação do meio ambiente e procura sempre consumir de forma mais consciente. Por isso você passou a usar o transporte público ao invés do carro para se locomover.

SCENARIO 2 – Other's perspective

Leia atentamente a situação abaixo:

George se preocupa muito com a preservação do meio ambiente e procura sempre consumir de forma mais consciente. Por isso, George passou a usar o transporte público ao invés do carro para se locomover.

First Screen Presentation – Moral Elevation (Self-Perspective)

De que forma você acredita que os outros avaliam sua decisão de deixar de usar o carro para usar o transporte público?

Muito negativa ○ ○ ○ ○ ○ ○ ○ Muito Positiva

First Screen Presentation – Image Perception (Other’s-Perspective)

De que forma você avalia George pela decisão dele de deixar de usar o carro para usar o transporte público?

Muito negativa ○ ○ ○ ○ ○ ○ ○ Muito Positiva

APPENDIX D

STUDY 3 – EXPERIMENT SCRIPT

SCENARIO 1 – Self-Perspective (Adapted from Mo et al., 2018; Tezer & Bodur, 2020; Yan et al., 2020).

Imagine the following situation:

You need to buy a new pair of headphones for personal use and decide to look for some options on a tech website. You find two options that call your attention. They both have similar prices. However, Brand A was promoted as a conventional headphone. Brand B was promoted as an eco-friendly headphone. After some consideration, you choose the eco-friendly headphone.

SCENARIO 2 – Other’s perspective (Adapted from Mo et al., 2018; Tezer & Bodur, 2020; Yan et al., 2020).

Imagine the following situation:

Mark needs to buy a new pair of headphones for his personal use and decides to look for some options on a tech website. He finds two options that call his attention. They both have similar prices. However, Brand A was promoted as a conventional headphone. Brand B was promoted as an eco-friendly headphone. After some consideration, he chooses the eco-friendly headphone.

First Screen Presentation – Image Perception (Self-Perspective)

How do you believe others will evaluate you for your decision to buy an environmentally friendly product instead of a conventional product?

Very Bad ○ ○ ○ ○ ○ ○ ○ Very Good

Unfavorable ○ ○ ○ ○ ○ ○ ○ Favorable

Very Negative ○ ○ ○ ○ ○ ○ ○ Very Positive

Third Screen Presentation – Environmental Contribution and Relevance (Self-Perspective)

About your purchase choice:

[illegible]

Third Screen Presentation – Environmental Contribution and Relevance (Other’s-Perspective)

About Mark's purchase choice:

[illegible]

Fourth Screen Presentation – Competence Cognition (Self-Perspective)

Your choice to buy the eco-friendly product makes others think that your decision is:

[illegible]

APPENDIX E

STUDY 4 – EXPERIMENT SCRIPT

SCENARIO 1 – Self-Perspective (Adapted from Rick et al., 2008).

Imagine the following situation:

You are accompanying a good friend at the local mall. When you both enter a large department store, you see that the store has a “one-day-only-sale” where everything is priced 10–60% off. Although many products call your attention and you have about \$100 available for shopping, you realize that having less is more and end up leaving the store without buying anything.

SCENARIO 2 – Other’s perspective (Adapted from Rick et al., 2008).

Imagine the following situation:

Mary is accompanying her good friend at the local mall. When they both enter a large department store, Mary sees that the store has a “one-day-only-sale” where everything is priced 10–60% off. Although many products call her attention and she has about \$100 available for shopping, Mary realizes that having less is more and ends up leaving the store without buying anything.

First Screen Presentation – Image Perception (Self-Perspective)

How do you believe others will evaluate you for your decision of not buying anything?

Very Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Very Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Positive

First Screen Presentation – Image Perception (Other’s-Perspective)

How do you evaluate Mary for her decision of not buying anything?

Very Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Very Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Positive

Second Screen Presentation – Elevation (Self-Perspective)

My decision of not buying anything makes people feel

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
Inspired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admiration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uplifted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Second Screen Presentation – Elevation (Other's-Perspective)

Mary's decision of not buying anything makes me feel

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
Inspired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admiration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uplifted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Third Screen Presentation – Environmental Impact and Relevance (Self-Perspective)

How much of a positive impact will others think that my decision of not buying anything have on the environment overall?

No impact ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very large impact

About the described situation

	1- Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
People will consider that my decision of not buying anything is relevant to the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Third Screen Presentation – Environmental Impact and Relevance (Other's-Perspective)

How much of a positive impact does Mary's decision of not buying anything has on the environment overall?

No impact ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very large impact

About the described situation

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
Mary's decision of not buying anything is relevant to the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fourth Screen Presentation – Competence Cognition (Self-Perspective)

Your decision of not buying anything makes others think that your decision is:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
Real on managing resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective on managing resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate on managing resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fourth Screen Presentation – Competence Cognition (Other's-Perspective)

Mary's decision of not buying anything makes me think that her decision is:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
Real on managing resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective on managing resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate on managing resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fifth Screen Presentation – Voluntary Simplicity (Self-Perspective)

APPENDIX F

STUDY 1 – DETAILED RESULTS

EXPLORATORY FACTORIAL ANALYSIS

A Rotated Component Matrix on an exploratory factorial analysis, measured with the variable moral elevation showed that the items converged consistently to the expected dimensions.

Exploratory factorial analysis not rotated for variable “Moral Elevation” (N=137)

Moral Elevation Items	Loadings
Inspired	0.899
Awe	0.738
Admired	0.896
Uplifted	0.888
Explained Variance (%)	73.617
Cronbach’s Alpha (α)	0.877
KMO	0.791
Bartlett’s Test of Sphericity	325,927

Results over moral elevation’s exploratory factorial analysis brought significant loadings in all factors. Tests of reliability scored high percentages, explaining comfortably the specified phenomena. Those results base our discussion of differing self (vs. other) anticonsumption perspectives producing positive outcomes such as moral elevation with all its four items.

Measured Variables Correlation (N=137)

	Moral Elevation	Saving Motivation	Environmental Motivation	Image Perception
Moral Elevation				
Saving Motivation	-.029			
Environmental Motivation	.577**	-.076		
Image Perception	.421**	.105	.607**	

** Correlation is significant at the 0.01 level (2-tailed).

Font: Data collected on this project.

Analyzing correlations between the variables, most of them were significant but not all of them. Indeed, the variable “saving motivation” did not correlate significantly with any of the followed constructs. About the significant correlations, their scores were under 0.90 and did not characterize multicollinearity.

APPENDIX G

STUDY 2 – DETAILED RESULTS

EXPLORATORY FACTORIAL ANALYSIS

A Rotated Component Matrix on an exploratory factorial analysis, measured with the three variables: competence, perceived autonomy and moral elevation showed that the items converged consistently to the expected dimensions.

Exploratory factorial analysis with Varimax Rotation variable “Moral Elevation” (N=215)

Moral Elevation Items	Loadings
Inspired	0.767
Awe	0.705
Admired	0.842
Uplifted	0.687
Explained Variance (%)	64,390
Cronbach’s Alpha (α)	0.824
KMO	0.670
Bartlett’s Test of Sphericity	276,245

Analyzing moral elevation’s exploratory factorial analysis results, significant loadings emerged in all factors. Reliability tests scored high percentages, explaining the phenomena successfully. Those results reinforce our discussion about self (vs. other) anticonsumption perspectives producing positive outcomes.

Exploratory factorial analysis with Varimax Rotation variable “Competence” (N=215)

Competence Items	Loadings
Competent	0.866
Intelligent	0.804
Efficient	0.876
Explained Variance (%)	82,757
Cronbach’s Alpha (α)	0.878
KMO	0.735
Bartlett’s Test of Sphericity	273,487

Similarly, to moral elevation, competence scored high measures in all three dimensions. Reliability tests over 0.8 sustain the accuracy on measures of competence.

CORRELATIONS

Measured Variables Correlation (N=215)

	Image Perception	Moral Elevation	Environmental Contribution	Environmental Relevance	Competence	Saving Motivation	Environmental Motivation
Image Perception							
Moral Elevation	.469**						
Environmental Contribution	.161*	.215**					
Environmental Relevance	.123	.142*	.482**				
Competence	.471**	.578**	.113	.119			
Saving Motivation	-0.39	.050	.016	.007	-.098		
Environmental Motivation	.328**	.383**	.242**	.222**	.337**	-.192**	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Font: Data collected on this project.

Correlations between our variables showed that saving motivation scored insignificantly with all the following variables and negative correlated with environmental motivation and image perception. Scoring under 0.9, the significant correlations in our measured results did not characterize multicollinearity as well as observed in study 1.

APPENDIX H

STUDY 3 – DETAILED RESULTS

EXPLORATORY FACTORIAL ANALYSIS

A Rotated Component Matrix on an exploratory factorial analysis, measured with the four variables: image perception, competence, moral elevation, perceived socioeconomic status showed that the items converged consistently to the expected dimensions.

Exploratory factorial analysis not rotated variable “Image Perception” (N=215)

Image Perception Items	Loadings
Very Bad/Very Good.	0.915
Unfavorable/Favorable.	0.768
Very Negative/Very Positive	0.893
Explained Variance (%)	74,149
Cronbach’s Alpha (α)	0.822
KMO	.657
Bartlett’s Test of Sphericity	161,462

Exploratory factorial analysis not rotated variable “Moral Elevation” (N=215)

Moral Elevation Items	Loadings
Inspired	0.786
Awe	0.788
Admired	0.885
Uplifted	0.870
Explained Variance (%)	69,485
Cronbach’s Alpha (α)	0.843
KMO	.792
Bartlett’s Test of Sphericity	221,611

Exploratory factorial analysis not rotated variable “Competence Cognition” (N=215)

Competence Cognition Items	Loadings
Real on managing resources.	0.901
Effective on managing resources.	0.858
Appropriate on managing resources.	0.892
Explained Variance (%)	78,112
Cronbach’s Alpha (α)	0.858
KMO	.726
Bartlett’s Test of Sphericity	171,956

Exploratory factorial analysis not rotated variable “Perceived Socioeconomic Status” (N=215)

Perceived Socioeconomic Status Items	Loadings
You have high status.	0.900
You are respectable.	0.654
You are rich.	0.910
You have a lot of money.	0,894
Explained Variance (%)	71,612
Cronbach’s Alpha (α)	0.867
KMO	.714
Bartlett’s Test of Sphericity	312,321

CORRELATIONS

Measured Variables Correlation (N=215)

	Image Perception	Moral Elevation	Environmental Relevance	Environmental Contribution	Perceived Socioeconomic Status	Competence Cognition	Environmental Motivation
Image Perception							
Moral Elevation	.531**						
Environmental Relevance	.504**	.519**					
Environmental Contribution	.462**	.636**	.405**				
Perceived Socioeconomic Status	.374**	.635**	.325**	.429**			
Competence Cognition	.650**	.675**	.660**	.630**	.513**		
Environmental Motivation	.664**	.567**	.568**	.617**	.397**	.690**	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Font: Data collected on this project.

In this study, all the variables measured scored significant correlations, though any of them higher than 0.9, excluding the possibility of multicollinearity.

APPENDIX I

STUDY 4 – DETAILED RESULTS

EXPLORATORY FACTORIAL ANALYSIS

A Rotated Component Matrix on an exploratory factorial analysis, measured with the variables: image perception, moral elevation, competence cognition and perceived socioeconomic status showed that the items converged consistently to the expected dimensions.

Exploratory factorial analysis not rotated variable “Image Perception” (N = 131)

Image Perception Items	Loadings
Very Bad/Very Good.	0.844
Unfavorable/Favorable.	0.707
Very Negative/Very Positive	0.877
Explained Variance (%)	66,020
Cronbach’s Alpha (α)	0.731
KMO	.630
Bartlett’s Test of Sphericity	99,767

Exploratory factorial analysis with Varimax Rotation variable “Moral Elevation” (N = 131)

Moral Elevation Items	Loadings
Inspired	0.862
Awe	0.808
Admired	0.893
Uplifted	0.893
Explained Variance (%)	74,728
Cronbach’s Alpha (α)	0.887
KMO	0.825
Bartlett’s Test of Sphericity	291,554

Once again, image perception and moral elevation’s exploratory factorial analysis results on significant loadings in all factors. Reliability tests scored high percentages, explaining the phenomena and reinforcing our thesis about self (vs. other) anticonsumption perspectives producing positive outcomes.

Exploratory factorial analysis not rotated variable “Competence Cognition” (N = 131)

Competence Cognition Items	Loadings
Real on managing resources.	0.852
Effective on managing resources.	0.901
Appropriate on managing resources.	0.854
Explained Variance (%)	75,593
Cronbach’s Alpha (α)	0.838
KMO	.708
Bartlett’s Test of Sphericity	158,015

Exploratory factorial analysis not rotated variable “Perceived Socioeconomic Status” (N = 131)

Perceived Socioeconomic Status Items	Loadings
You have high status.	.872
You are respectable.	.620
You are rich.	.898
You have a lot of money.	.878
Explained Variance (%)	68,036
Cronbach’s Alpha (α)	0.840
KMO	.728
Bartlett’s Test of Sphericity	273,786

CORRELATIONS

Measured Variables Correlation (N=131)

	Image Perception	Moral Elevation	Environmental Impact	Environmental Relevance	Competence Cognition	Perceived Socioeconomic Status	Environmental Motivation
Image Perception							
Moral Elevation	.631**						
Environmental Impact	.309**	.488*					
Environmental Relevance	.227*	.531**	.574**				
Competence Cognition	.600**	.641**	.260**	.456**			
Perceived Socioeconomic Status	.353**	.558**	.397**	.436**	.414**		
Environmental Motivation	.395**	.590**	.409**	.529**	.507**	.673**	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Font: Data collected on this project.

Correlations between our variables showed that they all scored significantly, though scoring under 0.9, the correlations on Study 4 did not characterize multicollinearity as well as observed in study 1.